

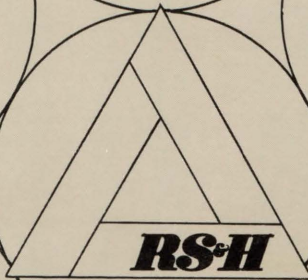
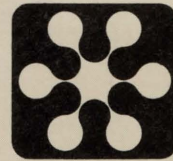
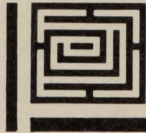
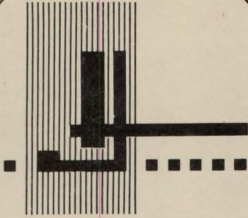
FOR REFERENCE

NOT TO BE TAKEN FROM

MAY 19 1971

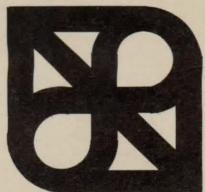
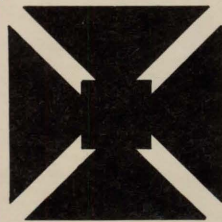
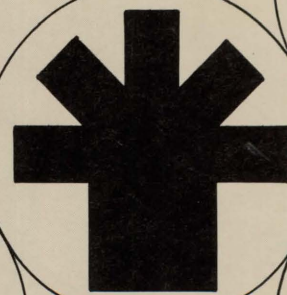
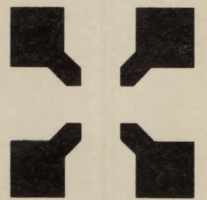
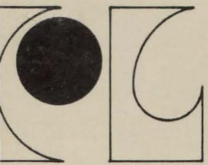
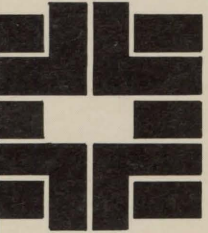
MIAMI Dade JUNIOR COLLEGE  
NORTH CAMPUS LIBRARY

R<sub>3</sub>M



MARCH/APRIL 1971

The Florida Architect





# President's Message

We feel that these visits have been very beneficial, and we have learned a lot about how we can better assist each other. There has been general acceptance and support of the legislation the FAAIA is sponsoring this year ... the Advanced Project Analysis Bill, which, incidentally, will be introduced by Representative Vernon Holloway in the House and by Senator Robert Graham in the Senate. We feel that this bill has a good chance for passage in this session. We have also found in our visits with the chapters that there is enthusiastic concern about architectural education in our State and we are suggesting that this concern be channeled into our Guild organizations and fully expressed and discussed there. Our chapter visits have also discussed the several other activities to which we have given top priority this year ... the insurance study of our Professional Practice commission, the Professional Development Program being handled by our Commission on Environment and Professional Practice, the Public Relations program, as well as the efforts of our standing Committees on Publications, Budget and Finance, and the Small Office Task Force.

Fees also have been a specific topic which has been discussed at some of our visits with chapters. As most of you know, the FAAIA is now preparing a new fee schedule for you. This has been in the works for several months and Jim Ferguson, AIA is Chairman of the Committee now putting the final touches on this study. Research has included an evaluation of fee schedules currently in use throughout the country by architects and engineers. We have been working closely with the Florida Engineering Society and Consulting Engineers Council in developing the new recommended fees. We also have recognized that although percentage fees are used in some work and often constitute a valuable guide in budgeting, there is a preference for specific dollar fees (lump sum, or a fee based on volume, etc.). We also realize that several clients and architects prefer a fee which is based on an hourly rate in the programming stages of the project, with the stipulation that a specific fee be applied when the client's needs have been established.

Recognizing this, the Committee envisions a fee schedule which will have descriptive data regarding the architect's services and the various stages of his performance clearly written, with graphs or tables indicating fee structure for specific building types on separate sheets to be used as inserts in the schedule brochure.

We think this will accomplish what you have said you and your clients need as a recommended fee schedule, and we hope to have it ready soon. The Committee is planning to present its final drafts to our Board of Directors meeting on June 4, in Orlando.

In a few of our chapter visits and at the Professional Development Program on March 27, some architect have expressed concern about fee cutting (which has been and always will be with us, in my opinion). The concern is real ... and exhibits a frustration which we have all experienced. We hope that with the "tool" which we are now developing, the new recommended fee schedule, you will be able to clearly point out to your prospective client that the issue is service. We feel that the schedule of fees indicated will be recommended minimums for a full and complete architectural service. With that "tool", you ... the architect, will have to convince your client that you are able to do the job and once you have convinced him, you must actually perform. Not all of you can do this effectively ... and each of us has the full realization that there is always a registered architect available to do the job for less than the recommended fee schedule. So the challenge is back in our lap to be able to convince the client that the architectural fee is the most important of the investments in his development project, and then prove it in your performance on every project you do. It takes self discipline ... it takes design sensitivity ... it takes continual improvement ... and we all have to work at it. ■



ROBERT J. BOEREMA, AIA

One of the items we promised ourselves this year was improved communications. The members of the Florida Association of the American Institute of Architects agreed that an essential step in accomplishing this was for the leadership of the Association to visit with the chapters ... to learn how we at State level can be more responsive to the needs of the chapter, to identify the areas where the Association could be of specific help, and to also advise the chapters of the Florida Association programs currently underway. This visitation program will be complete in a few weeks. Those who have joined me in these visits to the chapters have been your Vice President/President—Elect Dick Pryor, AIA, your Regional Director Hilliard T. Smith, FAIA, and your Executive Director, Fotis Karousatos. Your Secretary, Jack Stefany AIA, and your Treasurer, Jack West AIA have joined us in some visits also.

THE FLORIDA ASSOCIATION  
OF THE AMERICAN INSTITUTE  
OF ARCHITECTS

FAAIA OFFICERS FOR 1971

Robert J. Boerema, AIA, President  
550 Brickell Avenue  
Miami, Florida 33131  
(305) 371-9781

Richard E. Pryor, AIA, Vice President/  
President Designate  
1320 Coast Line Building  
Jacksonville, Florida 32202  
(904) 356-9491

John Edgar Stefany, AIA, Secretary  
Exchange National Bank Bldg., Suite 1020  
610 No. Florida Avenue  
Tampa, Florida 33602  
(813) 229-6115

Jack West, AIA, Treasurer  
P.O. Box 1539  
Sarasota, Florida 33578  
(813) 955-2341

1971 BOARD OF DIRECTORS

Rudolph M. Arsenicos  
Carl N. Atkinson, Jr.  
Josh C. Bennett, Jr.  
Thomas H. Daniels  
John Wesley Dyal  
Lyle P. Fugleberg  
Stanley Glasgow  
Robert G. Graf  
Leonard A. Griffin  
Martin G. Gundersen  
Donald R. Hampton  
Oscar A. Handle, Jr.  
Walter S. Klements  
C. Frasuer Knight  
David A. Leete

Robert H. Levison, FAIA  
Ronald Joseph Masters  
Richard E. Mauney  
James D. McGinley, Jr.  
Frank Robert Mudano  
James C. Padgett  
Wiley Moore Parker  
Roy L. Ricks  
Craig Homer Salley  
Frank D. Shumer  
Charles E. Toth  
William R. Upthegrove  
Francis R. Walton

DIRECTOR

Florida Region,  
American Institute of Architects  
Hilliard T. Smith, Jr., FAIA  
1123 Crestwood Boulevard, Lake Worth

EXECUTIVE DIRECTOR

Florida Association of the  
American Institute of Architects  
Fotis N. Karousatos  
1000 Ponce de Leon Boulevard, Coral Gables

GENERAL COUNSEL

L. Grant Peeples  
Peeples, Smith & Moore  
P.O. Box 1169  
Tallahassee, Florida 32302

PUBLICATIONS COMMITTEE

Ted P. Pappas  
Charles E. Pattillo III  
Richard J. Veenstra

THE FLORIDA ARCHITECT

Fotis N. Karousatos / Editor  
John W. Totty / Assistant Editor  
Howard Doehla / Advertising  
Kurt Waldmann / Photography

Volume 21/Number 2  
March/April  
The Florida Architect

COVER: THE ARCHITECTS LOGO — INTRODUCTION TO A NEW PRACTICE PROFILE SERIES. LEFT TO RIGHT, TOP TO BOTTOM: ROBERT GRUNDMAN, ST. PETERSBURG; LEE SCARFONE, TAMPA; ISAAC SKLAR, MIAMI BEACH; PEACOCK & LEWIS, PALM BEACH; JEROME FILER, CORAL GABLES; DONALD RITCHIE, FT. LAUDERDALE; HUGH LEITCH, PENSACOLA; YAROS ASSOCIATES, MIAMI; RANON, McINTOSH, BERNARDO AND RADOS, TAMPA; WILLIS & VEENSTRA, JACKSONVILLE; RUSSELL MINARDI, TAMPA; WRAY SUCCOP, CORAL GABLES; REYNOLDS, SMITH AND HILLS, JACKSONVILLE; ENVIRONMENTAL DESIGN GROUP, SCHWEIZER ASSOCIATES, WINTER PARK; HENDERSON AND BORTLES, CLEARWATER; DONALD VIZZA, MIAMI; FERENDINO, GRAFTON, SPILLIS, CANDELA, CORAL GABLES; BOUTERSE, BORRELLI, ALBAISA, MIAMI; SMITH-SPIESSL, LAKE LAND; LEMON AND MEGGINSON, TITUSVILLE; McELVY, JENNEWEIN, STEFANY, HOWARD, TAMPA; BARRETT, DAFFIN, FIGG, TALLAHASSEE; DONALD SINGER, FT. LAUDERDALE; ALFONSO AND OLIVA, TAMPA.



CONTENTS

- 2 PRESIDENT'S MESSAGE
- 4 AN URBAN DEVELOPMENT  
PLAN FOR FLORIDA  
Senator D. Robert Graham
- 9 PRACTICE PROFILE:  
REYNOLDS, SMITH & HILLS
- 18 ADVERTISERS
- 19 UNIVERSITY OF MIAMI  
GRADUATES
- 23 PRACTICE PROFILE:  
BARRETT, DAFFIN & FIGG
- 27 PRACTICE PROFILE:  
PEACOCK & LEWIS
- 33 PRACTICE PROFILE:  
McELVY, JENNEWEIN,  
STEFANY, HOWARD

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published bi-monthly at the Executive Office of the Association, 1000 Ponce de Leon Blvd., Coral Gables, Florida 33134. Telephone: 444-5761 (area code 305). Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be reprinted provided full credit is given to the author and to THE FLORIDA ARCHITECT and copy is sent to publisher's office. Controlled circulation postage paid at Miami, Florida. Single copies, 75 cents, subscription, \$6.50 per year. 1971 Member Roster available at \$10.00 per copy. 1970 Directory of Architectural Building Products & Services available at \$1.50 per copy.

FOR REFERENCE  
NOT TO BE TAKEN FROM THIS ROOM

MAY 18 1971

MIAMI-DADE JUNIOR COLLEGE  
NORTH CAMPUS LIBRARY



As we enter the last third of the twentieth century, no social diagnosis is more widely accepted than that which says we have an urban crisis. The general acknowledgment of this situation is generated from the virtual impossibility of urban man escaping some facet of the urban crisis during his daily life. From the lowest-income family, crowded into a substandard apartment, to the most affluent suburbanite, sweltering in a traffic jam, the spectrum of social disorders which constitute the urban crisis are a daily diet. One institution of our society, however, generally has been able to ignore and avoid the urban crisis. The role of state government in anticipating and moving decisively to remedy urban ills has vacillated from negative to non-existent. John Kilesar, Deputy Commissioner of the New Jersey Department of Community Affairs, summarized the states' position:

"The states' perception of the urban crisis has been neither quick nor clear. Their initial perception was to view the urban crisis as a series of problems affecting a specific class of local governments. The traditional response based on this perception was to treat urban areas according to well-established principles for meeting a problem in any other distressed area: a little rechanneling of tax funds here, a bit of expert assistance there, a dash of home rule for one place, and a jigger of regional coordination in another. With a little fine tuning, the public and private mechanisms were supposed to put things on the right course for the long haul. Infinitesimal change was acceptable because infinite amounts of time were available."

The consequences of state inaction have been fragmented and dysfunctional approaches to urban problems. Moreover, as states demonstrated their own impotence, there has been an escalating decrease in their influence.

Senator D. Robert Graham

# An Urban Development Plan For Florida

The economist, Barbara Ward, has stated that what is lacking in attacking our urban woes is the unifying vision of the whole urban order as a proper field of coordinated inquiry and action. In no place is the absence of the unifying vision more graphic than in state government. Of all the examples which are available, state transportation policy is the most dramatic. Through a myopic focus on the automobile, to the exclusion of all other forms of transportation, the states have encouraged urban sprawl and created the non-city — the core of many of the nation's most difficult urban problems. Decisions on the location, design and function of expressways have been made without consideration of community, environmental, or planning implications — the single objective was to move the most automobiles at the highest speed.

Another example in shortsightedness of state government which is basic to a state's urban reform, is its tax policy. Not only does the tax system of a state fix the ability of the state and its local governments to generate the funds required to meet urban problems, but the specifics of the tax policy direct private action. Arbitrary state limitations on local government taxing powers render the cities with the most severe problems incapable of responding to them. Traditional property tax programs discourage new private investment in the ghetto or rehabilitation of existing housing.

When the state does determine to act, it has too often acted without clear objectives in mind. Without functional goals, a melange of state directives have battered down upon local officials who are then held responsible for the consequent breakdowns in urban systems. Not a typical is the position of a medium size south Florida city. In the early 1960's, at the insistence of the State Board of Health, the city installed a sanitary sewer system to be serviced by an ocean outfall. Ten years later, the same ocean outfall system was required to be abandoned or substantially modified and improved at

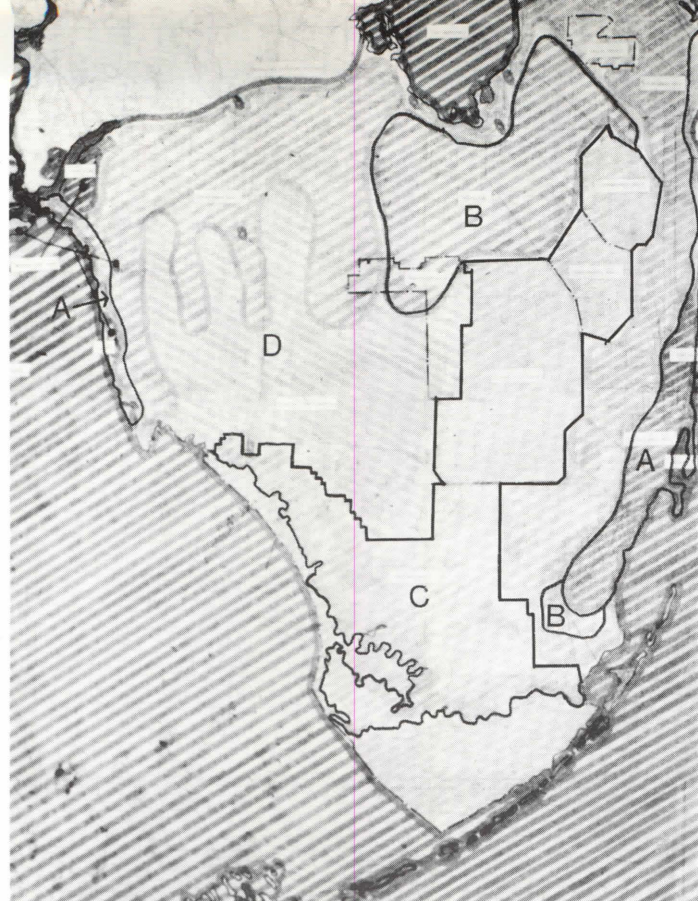
considerable cost. Rather than assist the local government through financial grants, the state limited the city's ability to raise funds by imposing a ceiling on property taxes and restricting the interest on municipal bonds at a level below the prevailing market.

The erosion of confidence among city officials towards the states' desire and ability to assist in mitigating urban woes has increasingly found focus on the proposal of federal revenue sharing. While the states are mounting a coordinated campaign to persuade Congress to provide them with additional revenue, the ultimate confrontation may arise over who is the beneficiary of any Congressional largesse. The Florida League of Cities, at its 1970 convention, adopted a resolution advocating revenue sharing with local governments, but made no reference to state participation or coordination. In California, Senator John Tunney campaigned on the issue that the states should be by-passed by the federal government, with direct relationships established between Washington and city hall. As the states survey the field and find so few allies, they remind one of the philosophy of Pogo: "We have met the enemy and he is us."

In the midst of this bleak scene, one fact stands out. The state has the opportunity — at least for the present — to play a pivotal role in substantive reform of many of the basic causes of urban decline. A brief overview of the present situation in Florida delineates this pivotal role.

All of the cities and counties of Florida, as in most other states, are creatures of the state. The powers, jurisdiction, and the very existence of every city, county, and special district, are granted by the state legislature. The decisions as to form of local government organization and its function were made in response to historical and societal factors relevant at that prior time. In many cases, these prior decisions have become impediments to effective action today, as the nature of the problem requiring





Four general land types: "A" represents coastal urban areas; "B" agricultural sections; "C" publicly held park, recreation and water conservation districts; "D" privately held land.



Represents Southward flow of water supply from Lake Okeechobee.

governmental response has changed. A city which was established to provide local access streets may be incapable of sustaining a metropolitan public transportation system. Thus, an initial point of state reform should involve a review of existing local governmental structures in terms of their capacity to respond to contemporary and foreseeable problems.

In those activities in which the state is the primary actor, an appreciation of the interrelation of governmental functions is imperative. Transportation, water supply, and pollution abatement policies have been twisted to confuse, fragment and frustrate an effective urban response. The same functions can be orchestrated into effective pieces of a coordinated program. Similarly, the State of Florida has the power to undertake new programs designed to mitigate existing urban problems and lay the framework for orderly development. Fifteen states have established state housing authorities, housing finance agencies, or comprehensive urban development corporations. Other states have recognized the importance of a state land policy, both as a means of shaping urban growth and providing for future public needs, through such techniques as the early acquisition of land in anticipation of future public needs, and land assembly, to encourage orderly development of the urban perimeter and the rehabilitation of depressed areas.

The need to apply a comprehensive state urban development program is paramount in South Florida. The region of Florida south of the sub-tropical line represents a unique corner of the world. The combination of sun and water, bustling activity and remote solitude, has created an almost irresistible allure for millions of people. The natural climatic attractions of the area will continue to draw people to the region. To ignore this fact is an unrealistic alternative in coping with future urban needs.

The growth of this sub-tropical area over the past twenty years, projected to the end of this century, represents a doubling of population approximately every fifteen years:

|      |   |           |
|------|---|-----------|
| 1950 | — | 760,000   |
| 1960 | — | 1,625,000 |
| 1970 | — | 2,500,000 |
| 2000 | — | 7,500,000 |

By comparison, Florida is doubling population every twenty-three years and the United States every sixty-eight. This massive population growth will be funneled into an area with two dominant physical limitations: land type and water supply.

South Florida can be divided into four general land types. On the east coast, stretching over 100 miles, is a thin layer of urban coastal development which presently contains 90% of the population of the region. A similar coastal urban areas 50 miles in length flanks the western portion of the peninsula. In the interior, a large agricultural section occupies the area immediately south of Lake Okeechobee and another at the southern tip of the peninsula. Abutting the eastern coastal and the agricultural areas are large publicly held park, recreation and water conservation districts. Between these districts and the western coastal strip is privately held land, generally limited agricultural or undeveloped.

These land types have a major influence on the second physical constraint, water supply. The principal water supply for South Florida is the southward flow from Lake Okeechobee.

CONTINUED



## Urban Development Plan, continued

The adequacy of this water supply for the immediate population of South Florida is in question. In 1968, the United States House of Representatives, Committee on Public Works reported:

Current demands for water already exceed those projected for the year 2020 in the original planning of the Central and Southern Florida Project. Population projections for the east coast area in the year 2000 are now almost triple those first predicted. Current estimates of 2020 demands, including park estimates of needs, are now more than double the original estimates. There are impending shortages of water to meet projected demands fully at all times. The days of plentiful water and indiscriminate use cannot be sustained.

If protected, this single water supply will be adequate to meet the population projections for the year 2000. A protective policy will have the corollary result of preserving the principal open-space area of the southern peninsula.

Applying the policy alternatives available to Florida for the particular circumstances of South Florida, a basic strategy of state action emerges. The development of South Florida must be channelled so that the Everglades and its water flow is preserved and that the urban areas are discreetly located to protect the water supply and other environmental factors. To implement this total strategy, the following state action is required.

### 1. Public Ownership, Or At Least Effective Public Control, Must Be Secured Over The Western Everglades.

Since the end of World War II, the federal and state governments have acquired over 1,000,000 acres of the eastern and southern Everglades. Although not without controversy, this program of water management has stabilized and rationed the water supply for the region and prevented destructive development of the eastern Everglades. Similar public control must be attained over the western Everglades; specifically, the Fakahatchee Strand and the area between the Strand and conservation area three of the Central and Southern Florida Flood Control District, commonly referred to as The Big Cypress. The development of a detailed plan, defining the areas to be secured and the legal and financial procedures to be employed, is of the highest priority for the region. When the plan is completed, the State of Florida should be the prime mover for its implementation.

### 2. The Development Of A State New Town Policy As The Principal Focus Of Urban Development In South Florida For The Balance Of This Century.

For thirty years, England and Sweden have utilized the new town concept as a primary tactic in the direction of urban growth. The European new towns are located and planned to promote orderly and controlled urban development through the creation of additional nuclei in a metropolitan region. Each of these nuclei contain all the elements required for urban living: a variety of architectural and economic residential units; industrial and commercial enterprises normally employing a substantial portion of the new town's population; recreational and cultural facilities; and land reserved for open space and other land uses.



*Represents possible development of 25 new towns in Florida by year 2000. Each black circle is equal to 8 square miles.*

In the United States, over thirty new towns are under development. The Federal Housing Acts of 1968 and 1970 recognized this movement and instituted a program of loans and loan guarantees for new towns. With a projected increase of population of 5,000,000 for the next three decades, a state program to encourage the location of half of this increase in 25 new towns would make a significant contribution to the attainment of the strategy of Everglades preservation and rational urban development. The state's involvement in this program will be through its use of existing direct action programs, such as transportation. A critical new area of state activity is assistance in appropriate land assembly, so that new town areas will be available for development, already having been located and sized to conform to a regional plan. A housing and urban development agency, modeled after the New York Urban Development Corporation, should be the catalyst for a Florida new town program.

### 3. Transportation, Water Supply And Pollution Abatement Policies Must Be Focused On Facilitating Orderly Urban Development.

Automobiles, septic tanks, and individual water wells have encouraged fragmented urban development. State government has unconsciously reinforced this movement by an affirmative highway policy and lax pollution standards. The interrelation of these decisions on urban growth patterns must be recognized and focused to achieve metropolitan objectives. Actions at the 1970 legislature, such as the authorization to use up to \$5 million of gas tax funds for planning mass transit systems and state financial assistance to local sewage systems, are indications of the type of state programs and orientations which are required.



#### 4. Land For Future Public Needs Should Be Designated And Brought Under Public Control.

For the last thirty years, south Florida has been the beneficiary of an "accidental" land bank. Prior to and during World War II, the United States military established numerous training facilities in the region, especially air fields. These military bases had the attributes of close proximity to urban areas, large scale, relatively low intensity use, and short term need. In most instances, these facilities have now been converted to public uses: schools, colleges and universities, hospitals, and parks.

No similar "accidental" land bank is on the horizon for the balance of this century. The failure to undertake a positive program of land banking will impose a great burden on the region by the year 2000. A prime example of future needs will be coastal parks and recreation areas on the southwest Florida coast. Early in the twenty-first century, over 2,000,000 people will live on the coast and in the plains interior area south of the Caloosahatchee River. This population will require extensive access to beach areas, provisions for which must be made now.

The state's role in land banking is two fold. First, the state should establish the framework for the designation of appropriate sites, the procedure for their commitment to an interim use and conversion to a final public use, and provide a substantial portion of the cost of acquisition. Second, the state should give express authorization to use legal tools such as development rights, which would allow designated land to be limited to its present use prior to final public acquisition.

#### 5. The Governmental Structure of South Florida Should Be Revised To Facilitate A Regional Response.

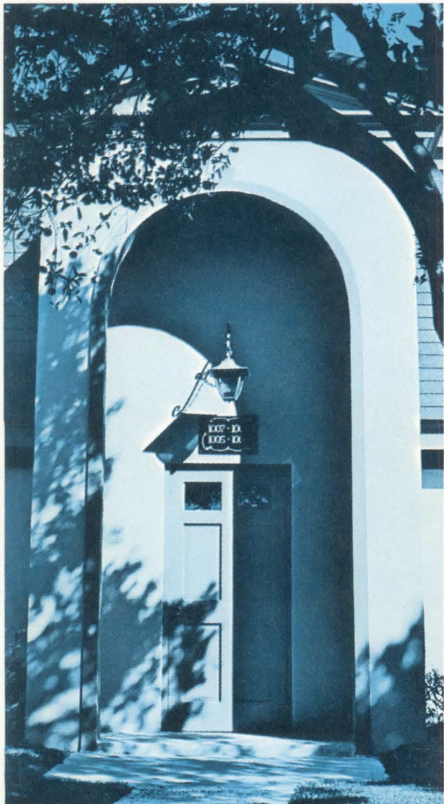
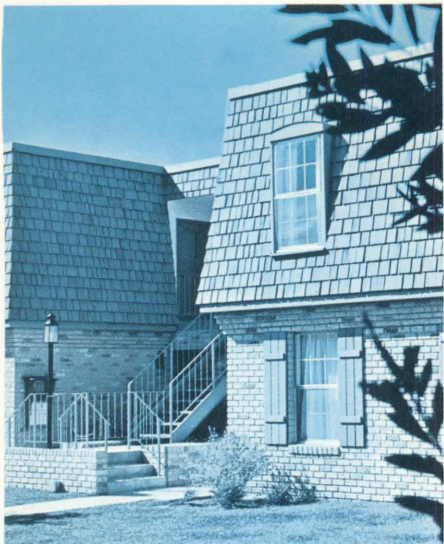
The existing regional planning agency, the South Florida Everglades Area Planning Council, should be expanded to include all of the relevant counties, at least: Palm Beach, Broward, Dade, Monroe, Collier, Lee and Hendry. This, and other regional planning agencies in Florida, should be strengthened through the provision of state funds for their administration and the requirement of regional approval prior to state participation in projects which will have regional implications. For example, approval by the regional authority should be required before the state participates financially in sewer and other forms of pollution control. Where necessary, new governmental agencies must be established to relate to problems which transcend the existing local government boundaries. An effective mass transportation system for southern Florida is an obvious candidate for a regional agency.

Any governmental function which is regionalized must be related to and coordinated by a multi-purpose regional agency to avoid the danger that the present, lamentedly narrowly focused state functions, not be replicated on a regional level.

The outlined program presents a sharp wrench from the tradition of state government. Although the focus has been on sub-tropical Florida, the same basic elements are applicable to the other urbanizing regions of Florida. At the core of the Florida urban program is a belief that the state can and should direct and reinforce private and local governmental actions to attain a goal which is in the general public interest today — and imperative for our regional survival in the future. ■

*The Author: Senator D. Robert Graham was elected to the Florida House in 1966 and now represents the 48th Senatorial District. He is an attorney and Vice President of Sengra Development Corporation, developers of new town Miami Lakes in Dade County.*





# CATHER IS: THE DIFFERENCE!!!

Apartment and condominium living has taken a new dimension. A uniqueness that is letting residents enjoy really carefree living. In style. **There's a vast difference in today's apartment or condominium compared with yesterday. In many cases the difference is Cather.** Cather steel stud construction. Cather sound control partitions between living units. Cather Drywall. Cather painting and plastering. Cather trim carpentry and hardware . . . and all the little touches you hardly notice. But truly appreciate year after year. Like we said, apartment and condominium living is now more carefree. Because we help make it that way. **Next time you plan to start an apartment or condominium complex — call Cather. We'll finish for you.**



145 SOUTH MAGNOLIA AVENUE SUITE 435 ORLANDO, FLORIDA 32801

Cather & Son Drywall Co/Orlando (305) 831-2300/St. Petersburg (813) 522-2102

J & W Plastering Co/Orlando (305) 831-7575/Sarasota (813) 959-3493

Cather Drywall/Ft. Lauderdale (305) 584-2440

J & L Paint Co/Ft. Lauderdale (305) 584-2452 • Florida Rolling Mills/Miami (305) 377-0722





# Reynolds, Smith and Hills

Incorporated

## Architects · Engineers · Planners

*A Complete Service Firm*

Landside Building  
Tampa International Airport  
Designing architect: Robert E. Boardman  
Project architect: Homer Hull Jr.  
Photography by Kurt Waldmann



CNA Building, with 19 stories,  
is Orlando's tallest. Designing architect was  
Walter J. Stanton of RS&H Tampa Office.  
Project officer was William J. Webber.

#### REYNOLDS, SMITH AND HILLS BOARD OF DIRECTORS

Ivan H. Smith, FAIA, Chairman  
James F. Shivler, Jr., NSPE  
A. N. Lande  
Walter B. Schultz, AIA  
Paul M. Huddleston, ASCE  
Ralph W. Heim, NSPE  
Norman L. Bryan, NSPE  
William J. Webber, AIA  
Robert F. Darby, AIA  
Bob Alligood, AIEE

#### OFFICERS

James F. Shivler, Jr.  
President and Chief Executive Officer  
Ivan H. Smith, Executive Vice President  
Regional Offices and Chairman of the Board  
Walter B. Schultz, Executive Vice President  
Architecture and Planning  
Paul M. Huddleston, Executive Vice President  
Engineering  
A. N. Lande, Senior Vice President  
Finance and Administration  
Ralph W. Heim, Senior Vice President  
Engineering  
Norman L. Bryan, Senior Vice President  
Orlando  
William J. Webber, Senior Vice President  
Tampa  
Robert F. Darby, Senior Vice President  
Architecture  
Bob Alligood, Senior Vice President, Marketing  
George Hovorka, Vice President, Power  
K. N. Henderson, Vice President, Marketing  
Charles C. Space, Vice President, Engineering  
J. B. McCullough, Vice President, Marketing

RS&H directors (from left):  
Heim, Lande (standing), Huddleston, Bryan,  
Schultz, Darby, Smith, Webber,  
Alligood (standing), Shivler.



*"What counts ultimately is that the design is good architecture, that it works and that it satisfies the client's needs."*

If Reynolds, Smith and Hills has followed one underlying principle throughout its 30-year history it has been to provide its clients with a complete range of professional services.

It was true in 1941 when Architect Ivan H. Smith and Engineers George B. Hills and John F. Reynolds formed the Jacksonville-based A-E partnership.

It remains true today with the architectural and engineering services augmented in 1968 by a full spectrum of planning capabilities.

"We look upon ourselves as a single source, where a client can obtain everything from market analyses, economic feasibility studies, and master land planning through architectural and engineering services to monitoring of construction," said Robert F. Darby, senior vice president responsible for the firm's Architectural Division.

If the company (officially Reynolds, Smith and Hills Architects-Engineers-Planners, Incorporated) has a second unwritten precept it is that the needs of the client are all important.

"Our task is to satisfy his requirements," said Ivan Smith, who was made chairman of the board of directors following incorporation of the firm in 1970. "Our completed design must work. We can't go off on Cloud Nine if it doesn't fulfill the program requirements. We want the client to work with us. We want him on the project team. We want him involved in decision making. What counts ultimately is that the design is good architecture, that it works and that it satisfies the client's needs."

It is difficult to fault the company's success in following these twin tenets of total service capability and client satisfaction.

#### LARGEST IN SOUTHEAST

In 1969, the most recent year for which Engineering News-Record magazine compiled a comparative study of the billings of A-E firms, Reynolds, Smith and Hills ranked 46th in the nation — but first in Florida and first in the Southeast — on billings of \$7.6 million.

Comparative figures for 1970 have not been published, but James F. Shivler Jr., company president and chief executive officer, reported billings for 1970 exceeded \$8.6 million. The construction dollar volume on all projects — architectural and engineering — topped \$143 million, up from \$127 million in 1969 and \$93 million five years earlier. Architectural projects account for approximately 40 percent of the construction values. Not included is the value of improvements to property resulting from the company's planning efforts.

"We have never pushed growth for growth's sake," Mr. Shivler said. "Our growth has been steady but not spectacular. We've never experienced a year with a startling increase in billings. But we've never had a year with a sharp drop either."

At the end of 1970, the firm employed 446 persons and had an annual payroll of \$5.5 million. Of the employees, 350 were in the home office in Jacksonville with the remainder in regional offices at Orlando, Tampa, Hollywood and Merritt Island. William J. Webber, senior vice president responsible for the Tampa Office, directs the architectural operation in the Tampa and Orlando offices that in itself is capable of handling projects as large as the \$9 million CNA Building in Orlando.

#### AFFILIATED FIRMS

In addition to regional offices, the RS&H full-service capability is amplified by its two affiliates, Environmental Engineering, Inc., located in Gainesville, and Southern Nuclear Engineering, Inc., with offices in Dunedin, Florida, and Bethesda, Maryland.

RS&H owns its office buildings in Jacksonville, Orlando and Tampa and leases office space at Hollywood and Merritt Island. The 42,000-square-foot main office in Jacksonville, located in Boulevard Center, has been outgrown in less than 10 years and 20,000 square feet in portions of three other buildings in the executive center are rented.

Not the least of the reasons for RS&H growth has been its ability to keep pace with technological advancements over the years.

The company was in the forefront of computer applications to engineering and more recently to architecture and master planning. It has had its own in-house computer since 1958. In addition, three minicomputers are available for direct use by project personnel.

The company was the first AEP firm to employ a Magnetic Tape Selectric Typewriter for preparing specifications.

Most printing is done in-house. In addition to ammonia-process printing and electrostatic reproduction machines, the firm has two offset presses for multicolor reproduction.

The firm also has its own Graphics Department which provides photographic services and artwork for use in client presentations and preparation of brochures, proposals and reports.

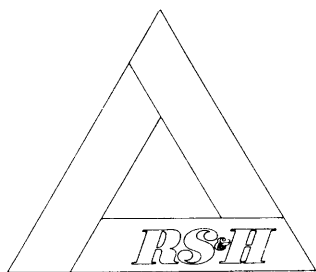
In communications, facsimile-type machines are used to connect the main office with two of its prime clients: WED Enterprises, Inc., located at Walt Disney World (near Orlando) and Glendale, California, and GAC Properties Inc. in Miami.

#### TEAM CONCEPTS

The growth and present size of Reynolds, Smith and Hills has not been without problems.

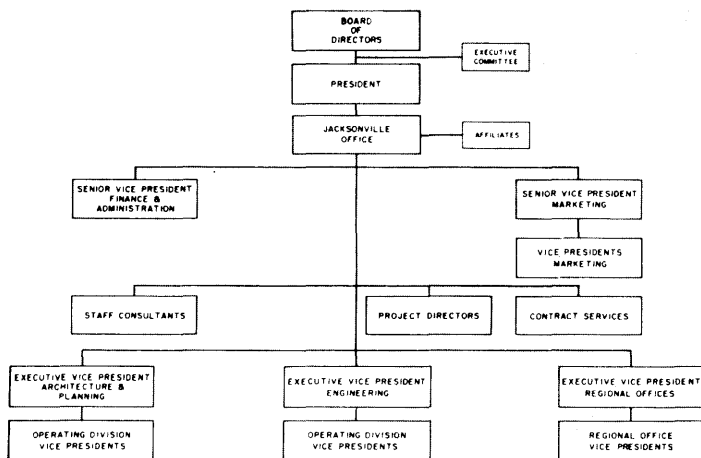
"We want clients to know we're large enough to handle all of their requirements in-house," Mr. Darby said, "but we don't want to be a mass of faces without names."

CONTINUED

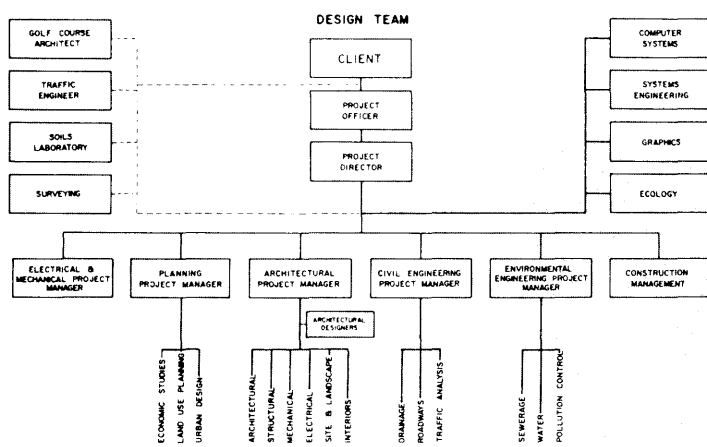
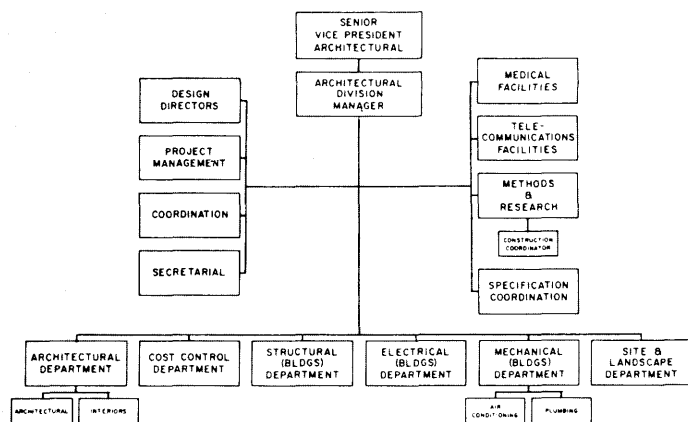




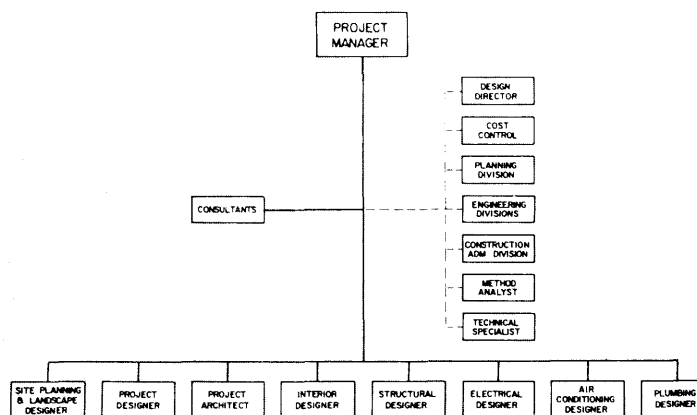
## 1. CORPORATE ORGANIZATION OF REYNOLDS, SMITH AND HILLS.



## 2. ARCHITECTURAL DIVISION FRAMEWORK.



## 3. DESIGN TEAM ORGANIZATION USED ON LARGE, MULTIDISCIPLINE PROJECTS.



## 4. ARCHITECTURAL TEAM USED EITHER AS PART OF LARGER DESIGN TEAM (see Chart 3) OR BY ITSELF ON ARCHITECTURAL PROJECTS.

*"We don't want to be a mass of faces without names."*

"To overcome this we employ the team concept almost exclusively on our projects. A team functions similar to a small design firm and the client gets to know the team members on a first name basis, while at the same time having the knowledge that the team is backed by the collective experience and expertise of the entire company and its affiliates."

RS&H teams vary depending on the size, complexity and type of project. On large, multidiscipline types of projects, the team is headed by a project director, who may be an architect, engineer or planner.

Henry Luke, an engineer, for instance is project director for the firm's work on a luxury resort complex on the island of Eleuthera in the Bahamas for GAC Properties. RS&H is responsible for market research, a complete master plan, engineering studies, architectural concepts and final architecture and engineering plans.

To accomplish this, Luke heads a team that includes land use planners, economic planners, architects, engineers, geologists, hydrologists, ecol-

ogists, marine biologists and a golf course architect. All of these are RS&H or affiliate staff members except the golf course architect.

The same team approach is used on architectural projects, with the team headed by one of the Architectural Division's 10 project managers. Normally on a team are representatives of the division's site and landscaping department; architectural department (usually both an architectural designer and a project architect); structural department; heating, ventilating and air-conditioning department; plumbing department; electrical department, and interior design.

If a project calls for other specialized talent, Architectural Division Manager Howard Bochiardy can turn to the company's nine other operating divisions in engineering and planning.

Heading each team is one of the company's executives who serves as officer in charge and who maintains a close personal contact with the client throughout the life of a project.

CONTINUED



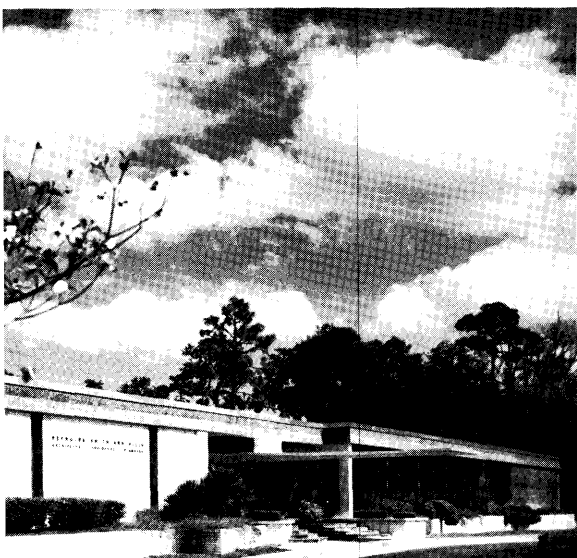
Howard B. Bochiardy  
Architectural Division Manager



Robert E. Boardman  
Director of Design



Robert C. Goodwin  
Director of Design



RS&H Home Office in Jacksonville

## SOME RECENT AND CURRENT PROJECTS

### ARCHITECTURAL

|  |              |
|--|--------------|
| University Hospital, Jacksonville, Florida   | \$19,000,000 |
| Landside/Airside Terminal Complex,<br>Tampa International Airport<br>(Consulting Engineer J. E. Greiner Co., Inc.) | 38,000,000   |
| CNA Building, Orlando, Florida   | 9,000,000    |
| AT&T Building, Ojus (Miami), Florida   | 5,000,000    |
| Capitol Center, Tallahassee, Florida<br>(In association with<br>Edward Durell Stone and Associates)                | 10,000,000   |

### ENGINEERING

|  |            |
|--|------------|
| 300 MW Addition (Unit 2) and<br>550 MW Addition (Unit 3)<br>Northside Generating Station,<br>Jacksonville, Florida | 60,500,000 |
| Water Improvement Program,<br>Jacksonville, Florida  | 7,700,000  |
| Interstate 95, Palm Beach County, Florida  | 14,000,000 |
| Modifications of Apollo-Saturn V Launch<br>Complex for Saturn 1-B Vehicles,<br>Kennedy Space Center, Florida       | 1,000,000  |
| Brevard County (Florida)<br>Waste Disposal System<br>(In association with<br>Leonard S. Wegman Co., Inc.)          | 10,000,000 |

### PLANNING

|  |     |
|--|-----|
| Community Planning for 100,000 Acres,<br>ITT Levitt Development Corp.,<br>Flagler and St. Johns counties, Florida    | N/A |
| Operation Breakthrough,<br>Prototype Site Design for 50 acres, HUD,<br>Macon, Georgia                                | N/A |
| Resort Complex — Comprehensive Land<br>Development Plan for 5,500 acres,<br>GAC Properties, Inc., Eleuthera, Bahamas | N/A |
| Comprehensive Land Development Plan for<br>Major Center, Major Realty Co.,<br>Orlando, Florida                       | N/A |
| Detailed Site Planning and Development,<br>5,800 acres, Land Corporation of America,<br>Ponte Vedra Beach, Florida   | N/A |

## SOME OTHER NOTABLE PROJECTS

Jacksonville International Airport  
750-Ton Chemical Recovery Boiler, Alton Box Board Co.,  
Jacksonville, Florida  
Apollo-Saturn V Mobile Launchers,  
Kennedy Space Center, Florida  
Federal Building, Jacksonville, Florida  
Gold Key Inn, Orlando, Florida  
Atlantic Undersea Test and Evaluation Center,  
British West Indies  
(In association with Thomas B. Bourne Associates, Inc.)  
Preview Center, Walt Disney World, Florida  
Space Sciences Research Building, University of Florida  
Destroyer Slips, Mayport (Florida) Naval Station  
City Hall, Jacksonville, Florida  
Jacksonville Expressway System (partial)



*"The project manager is the key. To the client he IS RS&H. To the RS&H team he IS the client."*

#### PROJECT MANAGER

"But the project manager is the key," Mr. Bochiardy said. "He is picked by the officer in charge and the division manager with prime consideration given to his ability and experience with the type of project at hand and for his compatibility with the temperament of the client. From that point on, the project manager IS Reynolds, Smith and Hills to the client. To the Reynolds, Smith and Hills team he IS the client."

"It's a heavy burden of responsibility. The project manager is the prime decision maker. He is responsible for the project budget and for billing. He handles all correspondence with the client and anyone else connected with the project. And he is the team leader and motivator of its members."

The various Architectural Division department heads assign their own representatives to a team. Since there may be 15 or 20 teams functioning at the same time, any one person may serve on two or three teams. The success of the team depends on the project manager's leadership and motivational qualities.

Working with all of the teams are the Architectural Division's two directors of design, Robert E. Boardman and Robert C. Goodwin, described by Mr. Bochiardy as "two of the most outstanding designers in the country."

"Their role is to maintain the continuity of architectural design by serving as advisors to the teams. We also rely on them for leading and developing our architectural design talent toward our full commitment to excellence of design."

Also serving as consultant to all teams is the Cost Control Department headed by Joseph E. Lindsey. The department exercises surveillance over project costs to insure a project being constructed within a client's budget. The department also provides data used in selecting materials and coordinates and compiles progress cost estimates required by a client.

The Bible of the division is a 32-page manual titled "Project Development Procedures." Every member of the division has a copy — and uses it.

Based on the AIA B-131 Owner-Architect Contract, the manual formalizes procedures in three areas:

- It describes the organizational structure of a project team and pinpoints individual responsibilities.
- It outlines in detail the requirements of the three phases of a project — schematics; design development, and contract documents.
- It further breaks down the project schedule into greater detail. This is accomplished by dates being assigned to a listing of events. An event takes place when a team member furnishes a required item of work to another team member.

#### REVIEW MEETINGS

Two of the most important events in the life of a

contract are the project review meetings held just before the end of the schematic stage and again just before the completion of design development.

"The project review meeting is one to which the client is not invited," Mr. Bochiardy said. "Instead we have one of our own people not previously involved with the project take the role of the client."

"We present our solution to him as we would to the client and he's expected to challenge it, punch holes in it, and rip it to shreds if it's not what he thinks fulfills the program requirements. The key question always is: 'Is this the best possible answer to the client's needs?'"

"More than once we've come out of a project review and completely discarded our solution and started over. But when we finally do present our solution to the owner, we not only pretty well can anticipate any questions he might have, but we also are confident we are presenting him with the best possible solution to his requirements."

"By the end of design development, we hope we have wrung out 98 percent of the problems. Up to that point everything has been in soft form. When we put the design seal on a project and go into the contract documents phase, we don't want any more design changes."

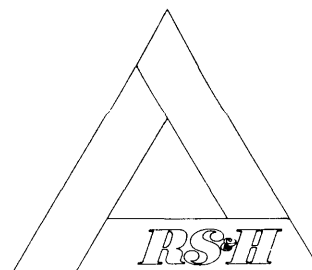
Coordinating the Architectural Division's 15 to 20 simultaneous projects and keeping them on schedule is the job of Division Coordinator Mario Albano, a 24-year veteran of the Architectural Division.

Albano converts projects into production man-hours available and how they are to be committed and allotted to each project. He keeps abreast of the over-all status of projects, makes sure all lines of communication are kept open, monitors team meetings and is sort of a one-man trouble-shooter and right-hand man to the division manager. From his input, a computer is used weekly to plot a graph of the projected manhour requirements for the next three months against the manhours available and the actual manhours expended the previous three weeks.

The emphasis on professional posture and relationship with the client that underlies the entire architectural discipline of the company is Ivan Smith's trademark.

A 1929 graduate of the University of Florida with a bachelor of science degree in architecture, Mr. Smith engaged in private practice in Jacksonville until helping to found RS&H in 1941.

He is a Fellow of the American Institute of Architects and has been president of the Florida North Chapter and director, vice president and president of the Jacksonville Chapter. He was a member of the AIA National Committee on Unification and an advisory member of the AIA National Committee on Building Codes. He also has



*"The future will see more and more clients looking for complete services from firms that have put together expertise in many areas."*

been a director of the Florida Association of Architects and chairman of its Commission on Professional Practice for three terms. He holds a certificate from the National Council of Architectural Registration Boards and is a registered architect in Florida and 12 other states.

"Ivan is the complete architect," said Walter B. Schultz, executive vice president of architecture and planning and the man who knows Mr. Smith best. "Everything he does revolves around architecture. He has always set the pace at the office in hard work and when he is the officer in charge of a project he's in it right up to his elbows. The Capitol Center project in Tallahassee is the latest example.

"Ivan has an innate ability to pinpoint priority items on a project," Mr. Schultz said. "While everyone else is digesting the broad parameters of a new job, Ivan has selected and scoped the problem areas. By the time everyone else has arrived at the problems, Ivan has moved ahead and is representing the client as sort of a devil's advocate to make sure the answers are going to fill the bill."

**THE FUTURE**

Where does Reynolds, Smith and Hills go from here?

"We can't stand still," Mr. Schultz said. "We need to move ahead as we did when we created the Planning Division. We saw the need for it coming and we were ready. Today the Planning

Division has 30 people and has proved a success by leading us to new clients and into new areas of work and by expanding our range of services.

"For instance, it was largely because of our planning capabilities that we were one of eight firms throughout the country selected by HUD for 'Operation Breakthrough,' a program aimed at 'breaking through' the nation's housing problems. We're responsible for the overall site plan and for coordinating that plan with actual site design at the prototype community in Macon, Georgia, one of eight such sites in the nation.

"It's all part of our being involved in the total environment of a project," Mr. Schultz said. "We look forward to design-build, but we are concerned about losing our professional identity and integrity if we place ourselves in the position of both contracting and guaranteeing costs. The answer would seem to be in employing an outside contractor so that we can maintain our professional stance with the client.

"Over-all, I would say that the future will see more and more clients looking for complete services from firms that have put together expertise in many areas. We can't continue to practice the way we did. Clients must come to realize that their proposed building cannot be isolated and will not be successful unless all aspects of its environment are satisfied. The day and age of doing one building at a time is rapidly vanishing. The future belongs to those who are prepared to look at the total scope of a project."

RS&H PLANNING DIVISION, WORKING WITH OTHER DISCIPLINES, WON A NATIONAL MERIT AWARD FROM THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS FOR ITS MASTER PLAN FOR MAJOR CENTER, A COMMUNITY OF 100,000 NOW UNDER CONSTRUCTION IN SOUTHWEST ORLANDO.





*For natural beauty  
with fire protection, you  
can't match...*

**non-com**  
**LUMBER**



UNIVERSITY OF WEST FLORIDA STUDENT RESIDENCE HALL. Architect: R. Daniel Hart, A.I.A., Pensacola, in association with Forrest M. Kelly, Jr., architect to Florida Board of Regents. Constructed by: D & A Construction Co., Pensacola, Florida. Lumber supplied by: Pensacola Builders Supply Company, Inc.

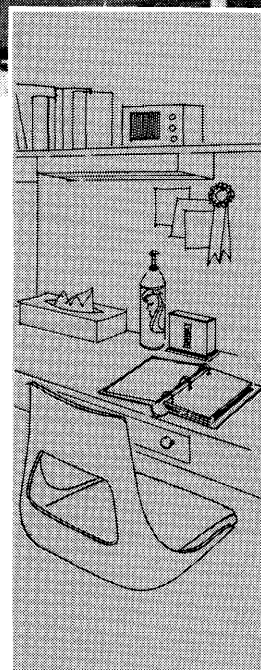
## *For service, you can't match* **Dantzler**

The University of West Florida in Pensacola recognizes its responsibility to its students as being a precious commodity entrusted to its care. When the University built its new student residence halls, Non-Com wood from Dantzler was used for safety, strength and natural beauty. Non-Com treated wood is pressure impregnated with special chemicals to retard flame spread, maintain structural strength, and provide the extra escape time so essential in case of fire, an important extra in a building where numbers of students congregate.

Non-Com lumber rates the Underwriters Laboratories label, and can cost less than other acceptable materials. Less to install, too, it can even lower your insurance rates.

Dantzler's process of pressure treatment followed by kiln-drying and storage in weather-protected warehouses makes sure that Non-Com lumber has effective, lasting fire protection. Non-Com fire retardant wood is available when and where you need it, at all Dantzler Non-Com dealers in Florida and nearby states because Dantzler maintains extensive stocks in both the Jacksonville Headquarters, and Pompano Beach Branch.

**You can't match non-com® wood**



**non-com**  
FIRE PROTECTED WOOD

*Produced by*

**Dantzler**  
**LUMBER & EXPORT COMPANY**

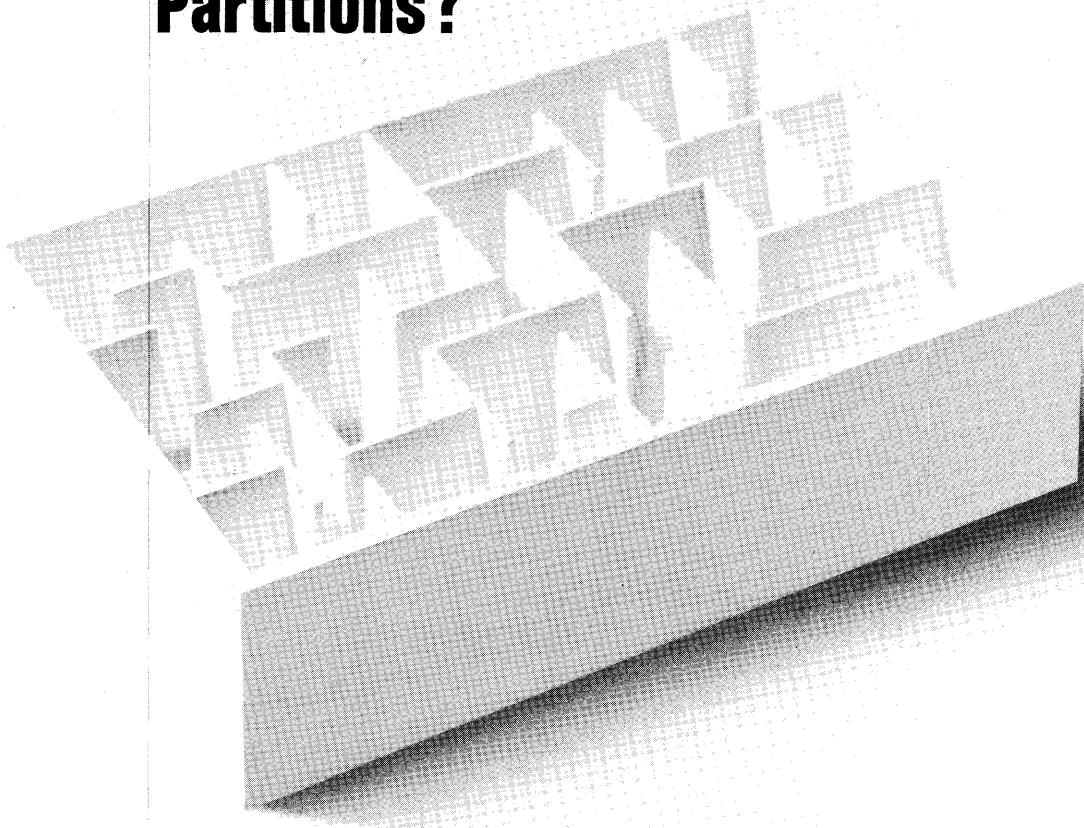
P. O. Box 6340, Jacksonville, Florida 32205

Telephone (904) 786-0424 or 781-1853

P. O. Box 1419, Pompano Beach, Florida 33061

For more information about non-com® fire-retardant wood, write Dantzler at Jacksonville Headquarters, Dept. # 804

# Puzzled about Partitions?



Many are . . . since there are hundreds of moveable partitions available. We'd like to guide you thru this maze with facts about one particular system . . . **Kor-Hof moveable partitions.**

Here's what we've got going for us:

**SIMPLICITY** — For average installations our system requires less than a dozen different parts while other systems use up to 40 various parts.

**ECONOMY** — Kor-Hof partitions cost as low as \$7 a running foot.

**INSTALLATION** — Goes up fast. Relocates easily. A unique honeycomb core provides strength. Lightweight (3#/ft.).

Kor-Hof moveable partitions come in a variety of surface treatments . . . from basic gypsum board to contemporary finishes. Don't be puzzled about which wall partition to use. Fill in and return the coupon. We'll amaze you.

---

## CONTEMPORARY BUILDING SYSTEMS, INC.

Panel Division Dept. D  
subsidiary of Florida Gas Company  
Post Office Box 13450  
Orlando, Florida 32809

Please send information on Kor-Hof Wall Panel  
Systems

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

South Florida Sales: Peninsular Properties, Inc., 5601 N. Federal Highway,  
Boca Raton — Phone (305) 391-5770

---



# FLINTKOTE



distinctive floors

# MELAMITE



high pressure laminate

## ROPPE RUBBER COVE BASE

and treads

DISTRIBUTED BY  
**Walton  
Wholesale  
Corp**

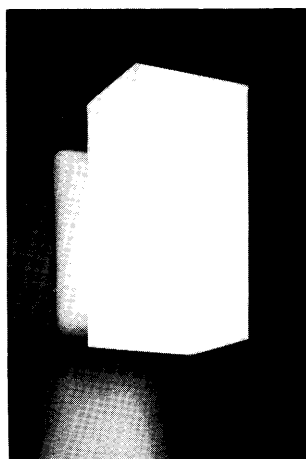
7110 N.E. 4th COURT, MIAMI, FLORIDA 33138

Miami (305) 754-2519 / Ft. Lauderdale (305) 522-8151 / West Palm Beach (305) 832-9709

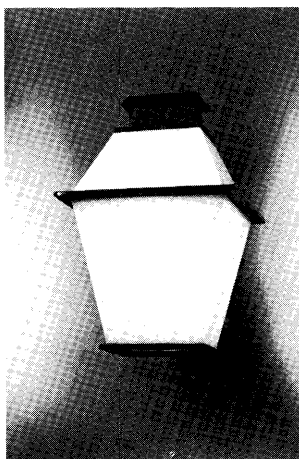
## Advertisers

|   |              |
|---|--------------|
| Cather Industries                                   | 8            |
| Dantzler Lumber and Export Co.                      | 16           |
| Dunan Brick Yards                                   | 3rd Cover 41 |
| Florida Gas-CBS Panel Division                      | 17           |
| Florida Investor Owned Electric Utilities           | 20-21        |
| Florida Portland Cement Division                    | 31           |
| Georgian Art Lighting Designs Inc.                  | 18           |
| RVA Solar Controls Corp.                            | 32           |
| Walton Wholesale Corp.                              | 18           |
| W. R. Grace & Co. — Construction, Products Division | 22           |
| Kurt Waldmann, Architectural Photography            | 22           |

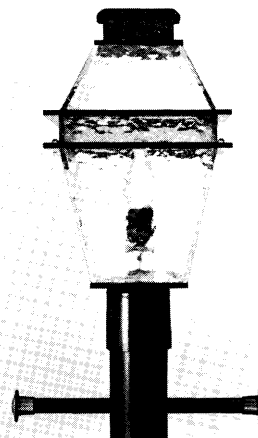
**At Last . . . ! The Answer to Florida's Corrosion Problems!  
Will Not Rust – Discolor or Fade . . . !  
Lifetime Application!**



B-1572



B-1502



P-1523

**"LIGHTING FOR LAND, SAND OR SEA"™**

"ACRA-LIGHTS"™ are COMPLETELY hand crafted from heavy gauge acrylic, with a porcelain socket, and will defy any environmental weather condition, such as salt spray or tropic sun's torturous abuse and will not deteriorate, i.e., fade, discolor or corrode, maintaining it's lustrous finish INDEFINITELY.

Send for our new brochure

## Georgian Art Lighting Designs, Inc.

DEPT. F.A. / P.O. BOX 325 / LAWRENCEVILLE, GEORGIA, 30245 / PHONE AREA 404 / 963-6221

# University of Miami Graduates

## **WILLIAM JOSEPH AMOROSO**

Degree : Bachelor of Architecture  
Experience : 2 years with Transplan Inc.  
Aviational Architecture  
Activities : ASC/AIA 2 years  
Personal : Birth Date: November 21, 1947  
Marital Status: Single  
Draft Status: 25  
Preference to Location: Miami

## **ISAAC BEHAR**

Degree : Bachelor of Architecture  
Experience : Has worked for Phil Braden  
Herbert Johnson  
Abele & Forfar  
William Blair Wright  
Activities : Presently with Ferguson and Glasgow  
TAU BETA PI Honorary  
ASC/AIA 2 years  
Personal : Birth Date: October 8, 1946  
Marital Status: Married  
Draft Status: IA #284

## **ROBERT CHARLES BIGHAM**

Degree : Bachelor of Architecture  
Experience : 2 years Assistant Director of  
Student Employment  
1 year Public Relations for Pepsi Cola  
Activities : Member MRHA  
Rush Chairman for LAMDA CHI ALPHA  
Personal : Birth Date: October 27, 1947  
Marital Status: Married, one child  
Draft Status: IA #247  
Preference to Location: Miami, Ft. Lauderdale or  
anywhere in Florida

## **ALEXANDER MICHAEL BUKHAIR**

Degree : Bachelor of Architecture  
Experience : 2 years Editor-in-Chief of IBIS yearbook  
1 year Business Manager IBIS  
Activities : 3 years LAMDA CHI ALPHA  
Orange Key Honorary  
Personal : Birth Date: October 1, 1947  
Marital Status: Married  
Draft Status: IA  
Preference to Location: Miami, Ft. Lauderdale

## **RALPH KENNETH CAPPOLA**

Degree : Assoc. Degree in Architectural Engineering from  
Wenworth Institute, Boston, June 1968  
Bachelor Architecture  
Experience : 2 years Ken Parry Association Boston  
Activities : Student Council President  
Intramurals  
Personal : Birth Date: May 12, 1948  
Marital Status: Married  
Draft Status: IA#133

## **JOHN GEORGE DI NISIO**

Degree : Assoc. Degree in Architectural Design and  
Building construction from Temple University,  
June 1968  
Bachelor Architecture  
Experience : 4 years with D'Anastasio, Lisiewsky and Tarquini,  
Camden, N.J.  
Activities : ASC/AIA 5 years  
Bowling  
Personal : Birth Date: January 28, 1946  
Marital Status: Single  
Draft Status: IA #77  
Preference to Location: Miami

## **JUAN GERARD GONZALEZ**

Degree : Bachelor Arch. Engineering, June '70  
Bachelor Architecture  
Experience : 2 years Drafting in Miami area  
2 months Draftsman for Building Design  
Partnership, Guildford, England.  
Activities : TAU BETA PI Honorary  
ASC/AIA 1 year  
Personal : Birth Date: December 17, 1947  
Marital Status: Married  
Draft Status: IA #304  
Preference to Location: Anywhere

## **DOUGLAS GUS JORGE**

Degree : Bachelor of Architecture  
Experience : 2½ years with Prestressed Systems  
Summer with Coca Cola Interamerican Corp.  
Activities : Band  
ASC/AIA 3 years  
Personal : Birth Date: October 7, 1948  
Marital Status: Single  
Draft Status: IA #234  
Preference to Location: Miami, Europe

This is the June graduating class of the Department of Architecture. These graduates are seeking employment with firms in Florida unless otherwise noted. Interested firms are asked to call the Department of Architecture, University of Miami, Coral Gables (305—284-3438). FAAAIA sincerely hopes these graduates will remain here in Florida.

## **HARVEY MCKNIGHT MANSS II**

Degree : Bachelor Architecture  
Experience : 2 years with Jan Hochstim Freelance Rendering  
Activities : PHI ETA SIGMA Honorary  
Personal : Birth Date: June 18, 1946  
Marital Status: Married, one child  
Draft Status: IA #346  
Preference to Location: Orlando

## **NED CHARLES MARKS**

Degree : Bachelor Architecture  
Experience : 2 summers Construction Draftsman for  
Gilbert Fein, Scott Arnold  
Activities : ASC/AIA 1 year  
Personal : Birth Date: July 22, 1946  
Marital Status: Married, one child  
Draft Status: 25  
Preference to Location: South Florida

## **ARTHUR JAMES MILES**

Degree : Bachelor Architecture  
Experience : Secretary to Board of Urban Workshop Inc.  
Activities : ASC/AIA 3 years  
Personal : Birth Date: June 26, 1915  
Marital Status: Married, two children  
Draft Status: Honorable Discharge  
Planning graduate Work in urban affairs at University of Miami

## **LEONARDO MONSERRAT**

Degree : Bachelor Architecture  
Experience : 2 years with Jaime Monserrat  
2 years with Gerome Filer  
6 months with William Cooke Murphy  
Activities : ASC/AIA 1 year  
Personal : Birth Date: July 30, 1948  
Marital Status: Married  
Draft Status: IA #285  
Preference to Location: Anywhere in Florida

## **ARTHUR GLENN PYLE**

Degree : Associate degree in Architectural design and  
Building construction, Temple Univ. June 1968  
Bachelor Architecture  
Experience : 4 summers with Sanders & Thomas Phila.  
6 months with Julian Garcia  
Presently with Yaros Assoc.  
Personal : Birth Date: July 16, 1947  
Marital Status: Single  
Draft Status: 25

## **PEDRO ARTURO RAIMUNDEZ**

Degree : Bachelor Architecture  
Experience : 2½ years and presently with Robert Hutcheson  
Assoc.  
1 year with Gerome Filer  
Activities : 3 years Cuban Student's Federation  
1 year Student Council Rep.  
Personal : Birth Date: April 13, 1944  
Marital Status: Single  
Draft Status: not applicable  
Preference to Location: Miami

## **EDWARD CLIFTON SMALL**

Degree : Associate Degree Architectural Engineering  
from Wentworth Inst. Boston 1967  
Activities : ASC/AIA 3 years  
Personal : Birth Date: October 26, 1946  
Marital Status: Single  
Draft Status: 1 Y  
Preference to Location: Gold Coast

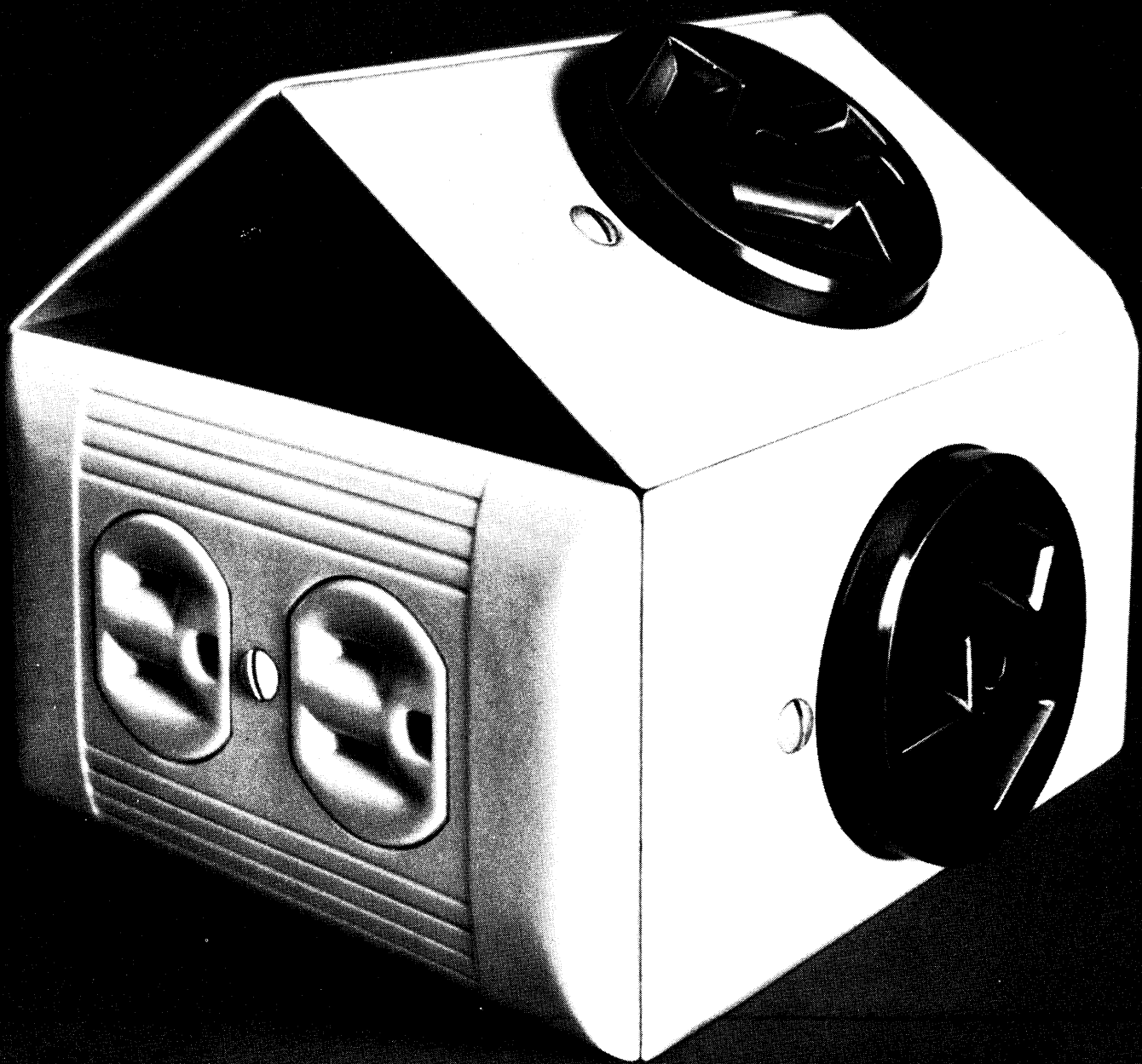
## **MICHAEL EDWARD SOTTOLANO**

Degree : Bachelor Architecture  
Experience : Summer with Bob Brown  
Activities : ASC/AIA 2 years  
Personal : Birth Date: December 6, 1948  
Marital Status: Single  
Draft Status: 25

## **LEON ROBERT VINCENT**

Degree : Bachelor Architecture  
B. Architectural Engineering '72  
Experience : Summer with Master Vibrator  
Activities : Engineering Library 2 years  
ASC/AIA Member 3 years  
Personal : Birth Date: December 3, 1945  
Marital Status: Single  
Draft Status: 1 Y  
Preference to Location: Miami





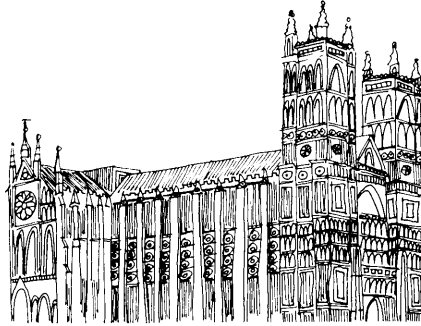
# The shape of things to come.

Electricity is the power with a promise. Its time has only begun. Color TV, self-cleaning ovens and no-frost refrigerator freezers will be followed by marvels just unimaginable today as these were a few brief years ago. But imagination will create them. And electricity will power them. Which is one reason why ample electric service must be a constant concern to you. A lot of people count on you to make their needs for tomorrow a part of your plan today.



Florida Power & Light Company / Tampa Electric Company / Florida Power Corporation / Gulf Power Company

# ***If Henry III had only specified Zonolite Masonry Fill, the savings would have already exceeded £875,000.***



Assuming, of course, Westminister Abbey has been getting heating bills for the last 700 years.

By now, Zonolite® Masonry Fill Insulation would not only have paid for itself...but the building too!

Today, Zonolite frequently pays for itself within two or three heating seasons. And it will probably make possible a lower investment in heating and cooling equipment.

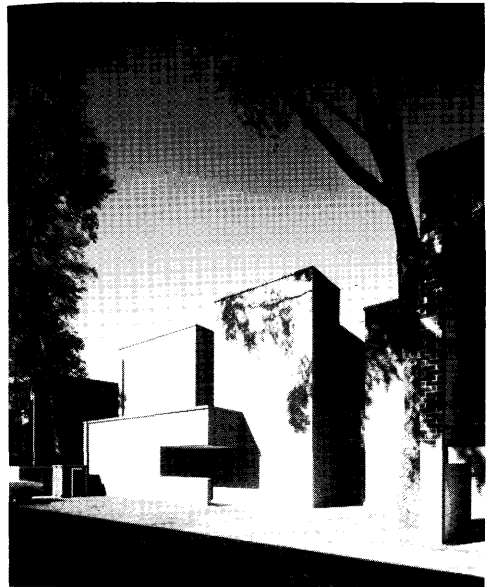
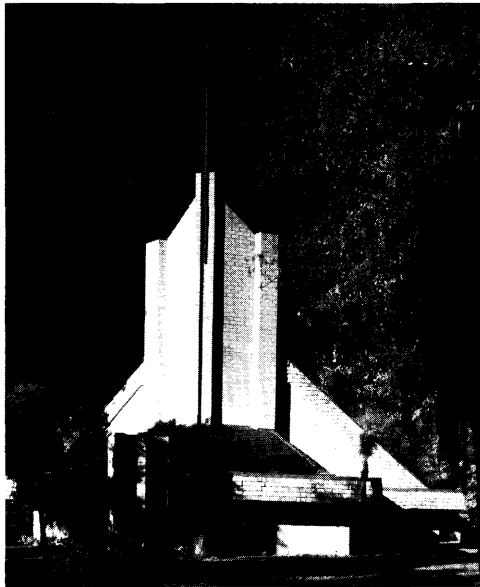
It's also economical to install. A lightweight, free-flowing, granular vermiculite, Zonolite

fills walls up to 20 feet in height in a single pour. And it's permanently water-repellent.

Get the complete savings story from your Zonolite man-on-the-job. Construction Products Division, W. R. Grace & Co., 62 Whittemore Ave., Cambridge, Massachusetts 02140.

**GRACE ZONOLITE**

Just say Grace!



Architects: Schweizer Associates

## **kurt waldmann, architectural photography**

1905 Northwest 115th Street, Miami, Florida 33167 Tel. (305) 685-2898





**BARRETT  
DAFFIN  
FIGG**

Architects, Engineers, Planners

*—“We are dedicated to producing an end product which is totally functional and aesthetic, wherein all of the forces have been considered and the solution is completely satisfying for the user.”*



The preceding words form the philosophy of the four principals of Barrett Daffin and Figg Inc. — and the key word is "we."

Pearce Barrett, AIA; Ernest Daffin, AIA; Eugene Figg, P.E.; and Henry Hanson, P.E., are a unique team of professionals who integrate their skills, talents and experience to achieve an unusual unity in which each shares equally in all phases of operation, from concept to completion.

This coalescence of creativity has resulted in imaginative and contrasting forms developed from a firm-wide knowledge of methods and means. The carefully considered extrapolation of innovation from one member's knowledge to another's brings about quality solutions to well defined problems.

Through their strength in unity, BDF has clearly demonstrated it knows where it is going and how it will get there. Winner of the FAIA Honor Award two years in a row, the firm has completed with distinction such diversified projects as public buildings, airports, industrial and institutional structures, military standard design, highways & bridges, housing and many other special facilities such as water & sewerage facilities, banking and financial institutions, and educational complexes.

Formed 15 years ago by Barrett and Daffin, the firm has grown to become the largest architectural-engineering-planning firm in northwest Florida, with a normal personnel strength of 30, and an annual project value well into eight figures. The firm plans continued expansion to become a major operation in the South-eastern United States, not because size in itself is so important, but that so much more can be accomplished.

With present concentration mainly on regional projects, the firm feels the location of its office in Florida's capital city is a definite asset in fulfilling its wide variety of work. The firm estab-

lished itself in Tallahassee because it feels this section is a major growth area, with every indication that it must continue to grow.

BDF has an outstanding professional staff to carry out its diversified programs, based on the belief that quality performance can be produced quickly by qualified people. By combining engineering with architecture, the client has a broader field of expertise from which to draw. More professional services are available from one source.

This multi-discipline approach carries through to the organizational chart, which intertwines all disciplines on the same level. Operating in both a vertical and horizontal manner within its corporate framework, the four principals make up the board of directors, the policy-making body, then spin off to work together on the directive level.

As the board of directors, the interchanges of appraisal of all projects among the partners is at its highest degree of operation, culminating in complete control of design adequacy and technical competence. Agreement on all points of procedure is reached through evaluation and review of the firm's output, insuring regulation of basic scheduling and cost estimates, assignment of sufficient qualified personnel to maintain scheduled progress, and quality solutions.

Projects are initiated by BDF as a result of a variety of client presentations, including personal contact, letters, audio-visual materials and brochures. All of these new programs come to the board for the preliminary decisions based on the expertise they will require, then the board assigns one of the principals as director-in-charge of that particular project.

Thus, the four combine to administer a highly efficient system

BDF PRINCIPLES (L TO R) ERNEST DAFFIN, AIA, PEARCE BARRETT, AIA, EUGENE FIGG, P.E., AND HENRY HANSON, P.E., PHOTOGRAPHED IN THE ENTRANCE OF THEIR TALLAHASSEE OFFICE.

THE BARRETT DAFFIN FIGG OFFICE IS A CONTINUATION OF THE BDF PHILOSOPHY: INTERPLAY OF SITE AND STRUCTURE, BRINGING TOGETHER THE FORCES OF NATURE AND MAN, TO CREATE AN ENVIRONMENT WHERE THE REQUIREMENTS OF MAN CAN COEXIST WITH THOSE OF NATURE.





of effort. The entire management system is purposely kept fluid, so that the firm's team approach to projects can remain flexible. Each project is met with a fresh look.

Believing that design is a total effort of both architects and engineers working together, the BDF principals pool ingenuity and practicality to advance the best interests of each client, both economically and creatively. Their philosophy is to continuously create original solutions, through analyzation of all the forces in effect and through utilization of new methods and materials.

They realize change is occurring — in the user's demands, in construction trends, in new techniques and materials — and they plan for it.

BDF especially is aware of the socio-ecological forces today. Everything they do is a perpetual effort to allow people to live among each other in comfort and health. All projects are measured to determine if they add to or subtract from the value of the environment so that a rational balance can be achieved between the needs of nature and of man. For example, their work with low-rent housing considers in advance all of the ecological impact data necessary to determine the effects of the people who will live there on each other and on the rest of the community.

The complexity of today's projects, together with the volume of expertise required, underscores the wisdom of the team method.

At BDF, the principals are professionals first, then directors. However, each is schooled in management procedures so that a complete management structure is built into the organization to assure that the needs of the clients are well-defined and satisfied.



MEDIA CENTER AND LEARNING AREA COMPLEX OF FAIRVIEW MIDDLE SCHOOL, TALLAHASSEE, FLORIDA, AN 83,000 SQ. FT., \$1.2 MILLION PROJECT.

KILLEARN COUNTRY CLUB CLUBHOUSE, TALLAHASSEE, FLORIDA, NOTABLE FOR CONTEMPORARY FORM AND SOPHISTICATED PREFABRICATED ASSEMBLY SYSTEM.

It works this way: Barrett serves as director of professional relations, promoting both the firm and the architectural and engineering professions. Daffin is the director of administration.

The director of architectural and structural production is Figg, who programs the procedures for the completion of projects undertaken by the firm. Figg has an assistant director, architect N. Paul Anthony III, who works with him in architectural production.

Henry Hanson is the director of engineering production. His duties are basically the same as Figg's.

It is on the directive level that the firm operates horizontally, for any architectural problem also becomes an engineering problem . . . one defines the parameter within which the other must work.

The director-in-charge may be either an engineer or an architect, depending on the project. He becomes the primary member of a flexible team of in-house specialists who form according to the demands of each phase of the project. This director leads and coordinates all phases toward completion, maintaining liaison with the client.

The next line of the organizational chart is the executive level. Actually department heads, the executives cover professional relations, the comptroller, construction administration, architectural design, architectural working drawings, structural design, specifications and cost estimating, transportation, pollution control and land development.

After this comes the staff level, which includes architectural and engineering technicians, construction coordinators, delineators, secretaries and clerks.

CONTINUED

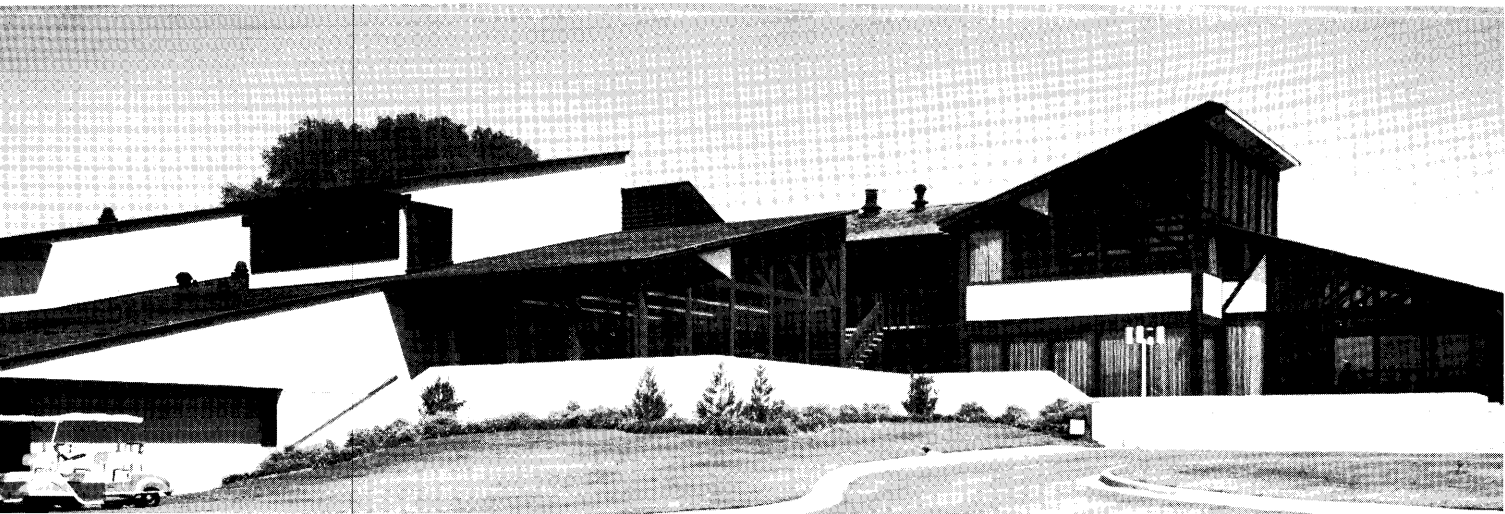
#### OFFICE REVENUE BY BUILDING TYPES

|                           | 1967 | 1968 | 1969 | 1970 |
|---------------------------|------|------|------|------|
| Elementary Secondary      | 21%  | 22%  | 20%  | 21%  |
| Junior/Community          | 20   | 21   | 16   | 9    |
| Housing                   | 12   | 10   | 10   | 8    |
| Highways & Bridges        | 7    | 3    | 8    | 8    |
| Water & Sewerage          | 9    | 4    | 9    | 5    |
| Government Buildings      |      |      |      |      |
| U.S., State & Local       | 15   | 12   | 12   | 18   |
| Military                  | 4    | 8    | 9    | 12   |
| Commercial and Industrial | 12   | 20   | 16   | 19   |
|                           | 100% | 100% | 100% | 100% |

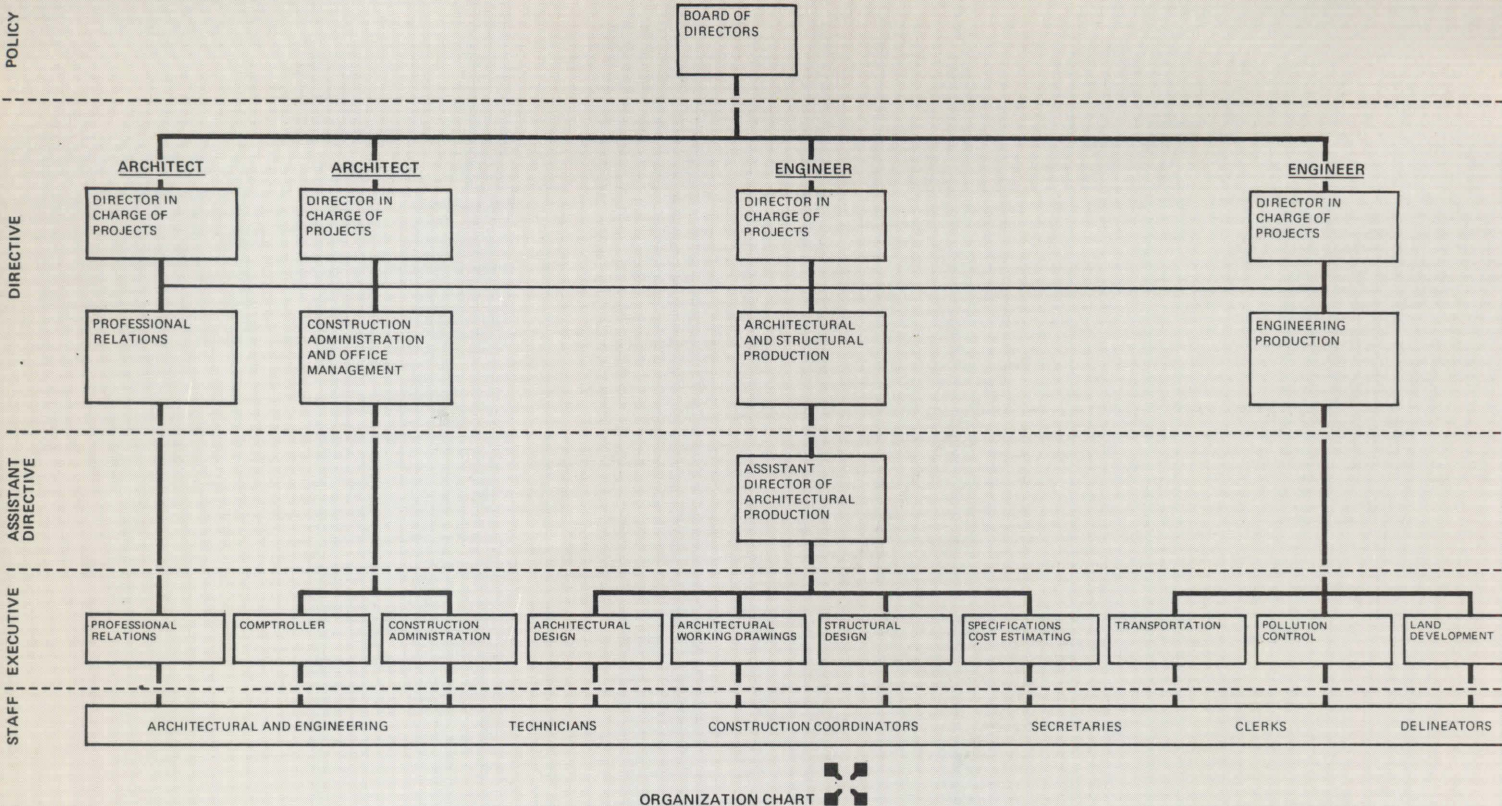
The annual gross revenue of the Corporation has doubled since 1967.

COVER PHOTO: G. WADE SWICORD

PHOTO: G. WADE SWICORD







ORGANIZATION CHART

## BARRETT, DAFFIN & FIGG, continued

The firm includes seven registered architects and three registered engineers. Outside associates and consultants are brought in, when necessary, for such fields as mechanical engineering, lighting or acoustics.

This wide pool of talent is assembled into task-oriented teams in which vital people come into the team during different times and others go out, depending on which phase the project is in.

In keeping with BDF's emphasis on imaginative concepts, young people joining the staff participate in different teams of a project to gain wider experience in all phases of production. They work in the area their training permits, then are free to establish themselves in a speciality if they qualify.

Meeting program schedules of every phase of a project is essential at BDF. Quality is never sacrificed, but a top level of efficiency must be maintained to the economic satisfaction of both the firm and the client.

The board critiques all projects at a conference each week. Directors and executives meet to discuss the active programs, and a computer-produced analysis is reviewed once a month. Continuous review keeps the multiplicity of firm projects moving to the satisfaction of the entire board.

The firm has moved forward in its use of computers for engineering calculations, as well as accounting and billing. An Olivetti 1101 programmable calculator is used for in-house engineering computations. Structural calculations are performed on an IBM 1130 computer through a computer service. Specifications and repetitive correspondence are stored on an IBM MT/ST, and are reproduced on a Xerox 3600. To assist with specification writing and product selection, BDF subscribes to the "idac" system of microfilm storage of product and specification information.

Compensation is based on use of the standard curves developed by the Florida AIA and the Consulting Engineers of Florida. Also, approximately 25 per cent of all services are provided on a reimbursable basis, using a multiplier times direct salaries. Fees

are negotiated with government agencies, depending on the requirements of the agency.

With its variety of action, BDF continues to demonstrate creative design. The award-winning Killearn Golf and Country Club, located north of Tallahassee, is notable not only for its outstanding contemporary form but for its sophisticated assembly system which resulted in major economies and unusual speed of construction. Significantly, the clubhouse was largely prefabricated. This facility has been featured in several National publications.

A further expression of their philosophy is the design of BDF's own office building, which emphasizes the interplay of site and structure. Deep in a heavily-wooded section outside Tallahassee, this striking, 10,000-square-foot structure makes use of standard concrete pipes for columns, supporting pre-stressed concrete bridge girders, that give the building an appearance of movement into its scenic surroundings. Structural simplicity is characterized throughout the interior. Functionally, the plan has three primary areas: director-client, support, and production. The director-client area is designed for idea exchange. The directors' offices have two parts, a work area for design-drawing, programming, etc., and a conference area for up to four people. Larger conferences are held in the board room.

The support area, which houses specifications, construction administration, comptroller and secretarial staff, is between director and production, so it can serve both needs. The production area is a column-free, partition-free space which allows an open exchange of ideas essential to the team method of production.

BDF constantly seeks new challenges. One of its current projects is design of a multi-purpose coliseum to serve the capital city of Florida as a convention center, sports arena, and entertainment auditorium.

This team-oriented firm finds it stimulating to contemplate the future. Whatever the demands may be, BDF's solution will be found in their philosophy of providing professionals to create a balanced environment for people.



# PEACOCK & LEWIS ARCHITECTS INC.

combines experience  
with progressive  
architectural techniques



July 31, 1961, the office of Peacock and Lewis had its beginning with a large Palm Beach residence. It was to be 10,000 sq. ft. in the Mediterranean style and so required much research as both Peacock and Lewis were 1957 graduates of the U. of F. and had no formal training in this type of architecture. However, the project proved to be a success and was later chosen as a feature in one of the national magazines.

#### PERSONAL SERVICE MUST BE A KEYNOTE TO SUCCESSFUL ARCHITECTURAL PRACTICE

Peacock and Lewis is now approaching its tenth year in business and during this period has averaged 65 projects per year. The firm has excelled in medical facilities, banks and loan institutions, educational and commercial projects. Also, the Palm Beach area has afforded the opportunity to design many large residences. In 1970 Peacock and Lewis designed and supervised construction of seven homes whose construction cost was above \$150,000. The firm enjoys this type of work in that a private house is a very special problem — much more difficult, more detailed, more intimate, more individual than other architectural projects.

Other projects have been designed in the Bahama Islands, North Carolina and New York as well as in Florida. The firm's annual dollar value in recent year has averaged \$8,000,000 per year.

Since 1961 Peacock and Lewis has had a good steady growth. A total of seven members are employed of which five are registered architects. It was found the firm functions more smoothly with experienced members given freedom to operate within their areas of responsibility.

#### THE 20TH CENTURY ARCHITECT IS IN DANGER OF LOSING HIS IDENTITY UNLESS HE STRIVES FOR PERFECTION IN THE FIELD OF HIS EXPERTISE.

The firm has a good balance of talent. The majority of preliminary design is handled by Carroll Peacock and associate Charles Toner with partner "Hap" Lewis and associates Ark Kisko and "Chuck" Wright being well versed in putting a structure together. Lewis also writes all the specifications for each project.

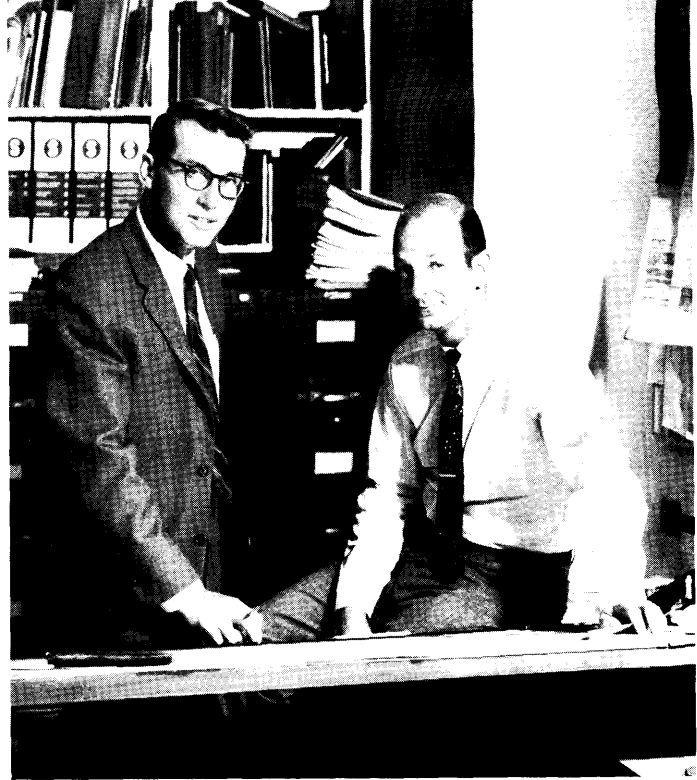
In 1965, Art Kisko, the oldest member of the group, joined Peacock and Lewis and has been a valuable member of the team. His early years were spent with a large firm in the Detroit area. He has had 25 years in the architectural field. Associate "Chuck" Wright, the bachelor of the group, not only does beautiful drawings but is a fine delineator as is Charlie Toner. Toner, the newest member of the Peacock and Lewis team originally worked for the firm while attending the U. of F. After two years in Orlando he returned to Palm Beach and joined Peacock and Lewis once again. The office is able to function smoothly due to the effectiveness of Swedish secretary Gunilla Nocca. Miss Nocca is not only the receptionist but also does all the typing and bookkeeping.

In order to keep in touch and maintain the office on a personal basis the group attempts to have weekly partnership luncheons.

As in all small firms, each member is a specialist in his area, yet sufficiently versatile to adjust to the ever changing demands of a progressive firm. It is not unusual, for instance, to find one of the staff working one day in the field on an essential site investigation; the next day he is to be called upon to give expert testimony on a complicated master plan for a million dollar project before the county commission.

Since the Peacock and Lewis formation, progress has been the key word. Making every effort to keep in tone with changing techniques in construction and design is a major aim.

Many times the firm has consulted with other firms to give the client expert service in a particular area. As an example, consultations were recently held with Architects Collaborative on a complex school project. Ideas were gleaned from their recent knowledge of

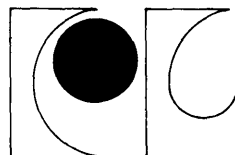


#### R. CARROLL PEACOCK

Graduate of University of Florida  
Member of Gargoyle—honorary architectural fraternity  
First place winner of G.E. kitchen design competition in 1957  
First place winner of AGC house design competition in 1956  
Member American Institute of Architects  
Secretary Palm Beach Chapter American Institute of Architects  
Past President West Palm Beach Kiwanis Club  
Vice President Palm Beach County Unit of American Cancer Society  
Advisory Board Member of Bank of Palm Beach & Trust Co.  
Deacon Memorial Presbyterian Church  
Board of Director for downtown branch of YMCA  
Board of Director for Boy Scouts of America  
Director of Crippled Children Society of Palm Beach  
Member of Planning Board for City of West Palm Beach

#### HOWARTH L. LEWIS, JR.

Marion Military Institute  
Graduate University of Florida  
Member American Institute of Architects  
Member Construction Specifications Institute  
Past President Palm Beach Chapter AIA  
State Director FA/AIA  
Chairman Commission on Environment FA/AIA  
Former Chairman Palm Beach County Industry Licensing Board  
Chairman Fire Code Revision Committee City of West Palm Beach  
Past Chairman Beautification Study Committee City of West Palm Beach  
Sr. Warden Holy Trinity Episcopal Church  
Board of Directors St. Andrews Residence West Palm Beach



THIS PROFESSION HAS BEEN GOOD TO US; WE HOPE TO RE-PAY IT IN PART BY SERVICE TO IT AND OUR COMMUNITY





flexible design of classroom space and audio visual techniques available to today's students.

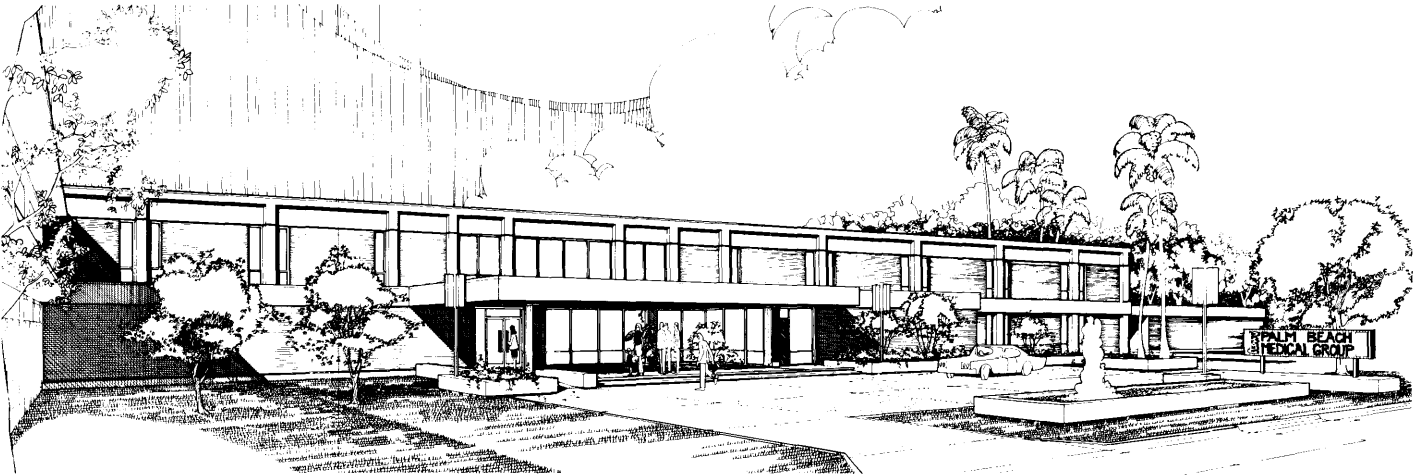
Our goal in all projects is to provide functional, imaginative and economical solution for our clients. To this end we propose to provide a maximum of personal service and the unqualified attention of the principles to the clients' requirements and problems.

Normally, the member of the group who acts as project chief of the job within the office supervises the construction phase with either one of the principals also making periodic stops at each construction site.

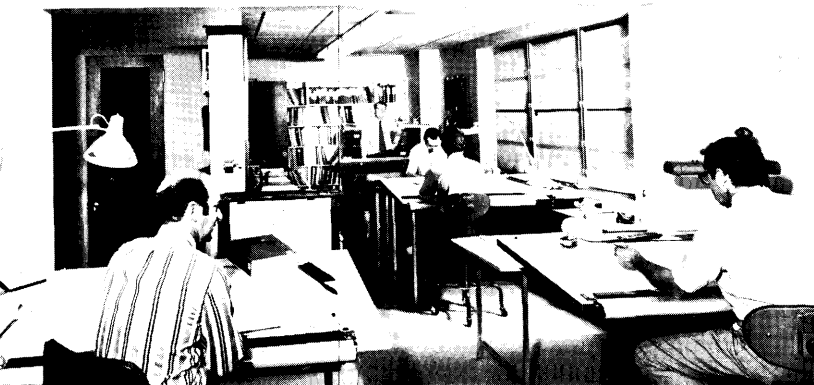
### THE CREATIVE PROCESS IS AN EVER CHANGING TEAM EFFORT — WITH THE ARCHITECT LEADING THE TEAM

The group is of sufficient size and experience to handle various types of projects. The corporation does not have in-house engineers, decorators or landscape architects. However, teams of experts in these fields are called on regularly whenever the project will allow. Usually, the first step after the architect-owner agreement is signed is to discuss with the owner the necessity of incorporating these related services in order to have a totally designed package. Fortunately, there are many qualified allied professionals in the area who understand contemporary design and strive to produce it. The many different mechanical and electrical devices, etc. which are available for use and demanded in today's complicated building require the coordination of a great many disciplines.

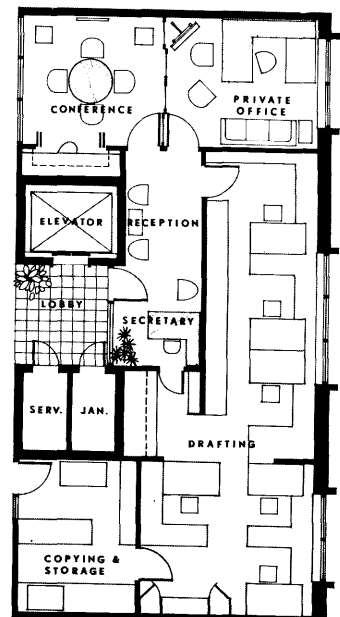
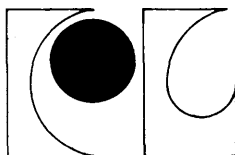
CONTINUED

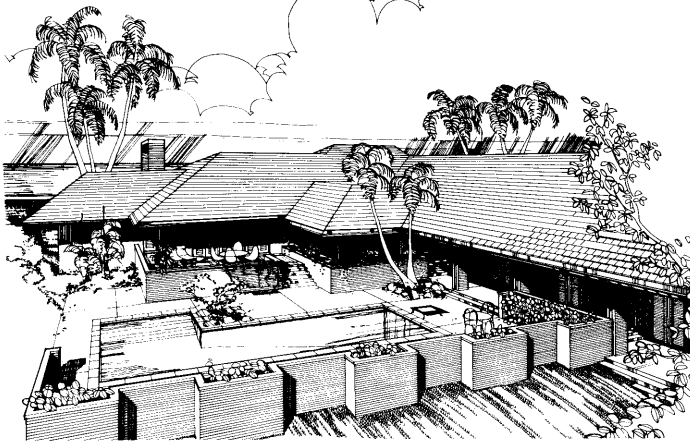


PALM BEACH MEDICAL GROUP



THE PHILOSOPHY THAT ALL THE MEMBERS OF THE FIRM ARE AN INTEGRAL PART OF THE DECISION MAKING PROCESS WITHIN THE OPERATION OF THE FIRM





## THE PRACTICE OF ARCHITECTURE IS AN ENDLESS LEARNING PROCESS FOR BOTH THE ARCHITECT AND CLIENT

The technique used for client presentation is a simple one. After two or three preliminary discussions are held with the client, preliminary studies are begun. Many schematics may be prepared for a particular job. However, the client will only see the preliminary deemed the best by the group. Normally, a polished set of preliminaries is provided the owner for his first viewing of the job complete with necessary perspective studies and mock-up models for three dimensional viewing. The office has found that the more completely the story is told, the better chance of selling the design. This eliminates preparation of several sets of preliminaries.

In ten years the firm has completed and built over 200 projects.

The majority of our work is predicated on the FA/AIA fee schedule using a percentage of the construction cost as our basis for payment. During the past few years the firm has had some occasions to work on a lump sum basis and on rare instances an hourly charge has been employed. This latter form of compensation often leads to extensive book work and can become a source of irritation both for the practitioner and the client.

Peacock and Lewis have been located on Royal Palm Way in the heart of Palm Beach since its inception with only one move of a city block during this time. Presently the firm rents 1200 feet on the second floor of the 400 Building on the corner of Coconut Row and Royal Palm Way. Since incorporation in May of last year the hope is to build an office building to adequately house the growing needs of the firm and to provide rental space for professionals in allied fields.

The office does its own printing on all normal projects employing school age help to run the Bruning white printer. On large projects it has been the practice to have outside companies bid for this work. The average specifications are reproduced by a 3-M 209 copier which proves to be a versatile machine in the daily operation of the practice. Offset press is used when specifications exceed 200 pages of fifty copies.

Some of the projects of which the group is most proud include the recently completed \$1,600,000 Comprehensive Community Mental Health Center, recognized nationally for its complete facilities and unique design. Southern Bank, one of the fastest growing banks in the country, incorporates a crisp, neo classic design. Jack Nicklaus' new home is an informal stone and wood structure comfortably placed on the northern cove of Little Lake Worth. Palm Beach Junior College has grown to include three Peacock and Lewis buildings, the last and largest of which is a \$700,000 Administration Building.

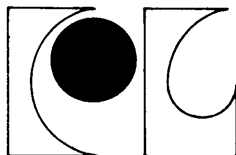
It is the hope of Carroll Peacock and "Hap" Lewis that hard work and good business practice will afford their partnership continued growth and in turn aid the progress of their chosen community. ■

## SOME RECENT AND CURRENT PROJECTS

Palm Beach County Community Mental Health Center — Palm Beach County  
 Palm Beach County Hospital & General Care Facility — Palm Beach County  
 First Presbyterian Church — Coral Springs  
 Peoples Savings & Loan Assoc. — Lake Worth  
 Lighthouse Art Gallery — Tequesta  
 Palm Beach Medical Group Complex — West Palm Beach  
 Comeau Office Building — West Palm Beach  
 Everglades Club Additions — Palm Beach  
 Florida Southern Bank — Lake Worth  
 Ocean Towers — Tequesta  
 Palm Beach Junior College — Administration Building — Lake Worth  
 Some large residences:  
 Mr. and Mrs. Jack Nicklaus — Lost Tree Village  
 Mr. and Mrs. Robert Rich — Palm Beach  
 Mr. and Mrs. Peter Blum — Manalapan

## OTHER NOTABLE PROJECTS

Palm Beach National Golf & Country Club — Palm Beach County  
 North Palm Beach Country Club — North Palm Beach  
 Palm Beach Post Times — West Palm Beach  
 Post Office — Jupiter  
 Corps of Engineers Building — Cape Kennedy  
 First Federal of Lake Worth — Lake Worth  
 Melbourne Daily Times — Melbourne  
 Houston Astro Baseball Stadium & Assoc. Facilities — Cocoa  
 Levitt Park Swim & Racquet Club — Rockledge  
 Southern Bank of West Palm Beach — West Palm Beach  
 Palm Beach Junior College — Lake Worth  
 Technical Laboratories — Palm Beach Junior College, Lake Worth  
 Dental Education Bldg. — Palm Beach Junior College, Lake Worth  
 G.N.O. Research Plant — Palm Beach County  
 Island House Apartment — Tequesta  
 1001 Apartment House — West Palm Beach  
 Tequesta Country Club — Tequesta  
 Freeport News Ltd. — Freeport, Grand Bahamas  
 Forest Hill High School — Learning Resources Center — West Palm Beach  
 La Mar Condominium — Tequesta



FIRST PRESBYTERIAN CHURCH, CORAL SPRINGS

COVER PHOTO: KURT WALDMANN



# Some concrete facts about paving.

## Any paving.



*Concrete runways and aprons at the new Tampa International Airport have a soil-cement sub-base for extra strength. Engineering was by J. E. Greiner Co., Inc., Tampa; paving by Concrete Pavers, Inc., St. Petersburg. Photo, courtesy of Hillsborough County Aviation Authority, shows a Braniff International 747 on a preview visit. Airside B is shown in background.*

Safety — that's the big thing. Design engineers prefer to specify concrete for airports, big and small. Pilots of any size aircraft prefer concrete. Concrete provides greater visibility and better traction for takeoffs, landings and brakings.

The same concrete advantages apply to the highways you drive your car on. Better visibility, especially at night. Better traction for starts and stops,

especially in inclement weather. And we all know that concrete is the most economical in the long run — it lasts for years and years after other road materials have fallen apart.

In addition, studies prove that the cost of designed concrete roadways can be the most economical **initially**. If you don't believe it, write for more concrete facts: Florida Portland Cement, Box 22348, Tampa, Fla. 33622.

### FLORIDA PORTLAND CEMENT

**SPECIFY AND USE FLORIDA  
CEMENTS, MANUFACTURED IN  
FLORIDA FOR OVER 40 YEARS**



Division of  
**General Portland Cement Company**  
PLANTS AND OFFICES IN TAMPA AND MIAMI



Full copies of these papers are available for \$1 from:

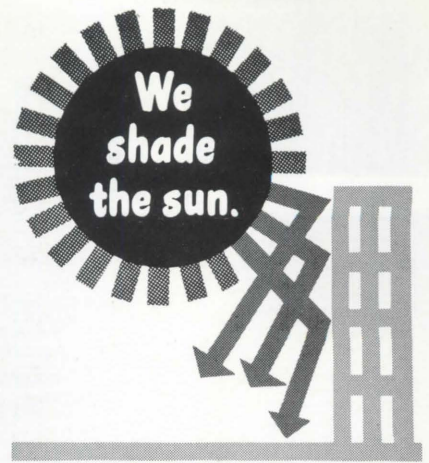
Don Conway, AIA  
Director, Research Programs  
American Institute of Architects  
1785 Massachusetts Avenue, N.W.  
Washington, D.C. 20036

0092

"SYNTHETIC MATERIALS USED AS COMPLETE STRUCTURAL SYSTEMS: CORRELATION BETWEEN RESEARCH AND PRACTICAL APPLICATION". Lev Zetlin, Ph.D., P.E., F. ASCE. Lev Zetlin & Associates, New York, N.Y.

Plastics and other new synthetics are now available both to replace traditional materials in structural components and to create whole new structural systems; the latter is the path of creativity and innovation. The use of reinforced plastics in such structures as theaters and airplane hangars has proven that they are feasible for new construction systems spanning large areas, while at the same time maintaining a high degree of strength. Progress is made only when architects and those in related professions develop construction systems compatible with the special qualities of the new materials rather than try to fit these materials into traditional systems. An interchange of ideas between architects, structural engineers, manufacturers, and others will increase awareness of the new materials and hopefully start a creative chain reaction regarding new applications.

## Research Abstracts



## SOLAR-X

Better environmental control,  
greater design flexibility.

### Make Zoning Controls More Effective

Clear polyester film with microscopic metallic coating rejects 80% of the sun's heat energy when permanently applied to windows. Lessens temperature peaks in "hot side" of buildings.

### Reduce Air Conditioning Loads

Every 90 sq. ft. of sun exposed window treated with Solar-X® Film turns back radiant energy that otherwise would require one ton of air conditioning to off-set.

### Improve Building Appearance

Windows become bright, uniform, mirrored to enhance the beauty of the building. From inside the view is clear, undistorted, with glare softened.

### Guaranteed For Five Years

Solar-X® Film, properly installed, is guaranteed for five years against loosening, cracking, discoloring, fading, peeling or crazing. Can be installed on all types of glass.

**RVA SOLAR CONTROLS CORP.**  
Subsidiary of



**RVA Solar Controls Corp.** Dept. A  
4385 N.E. 12th Ave., Ft. Laud., Fla. 33308

Gentlemen:

Please send me more information  
about Solar-X® Film.

Name

Company

Type of Building

Address

City  State

Zip  Phone

THE FLORIDA ASSOCIATION AMERICAN INSTITUTE OF ARCHITECTS

OFFICIALLY PRESENTS

A

"EUROPEAN HIGHLIGHTS"

TOUR

18 DAYS

PARIS

PISA

FLORENCE

ROME

LONDON

NATIONAL AIRLINES

AUGUST 9/26, 1971

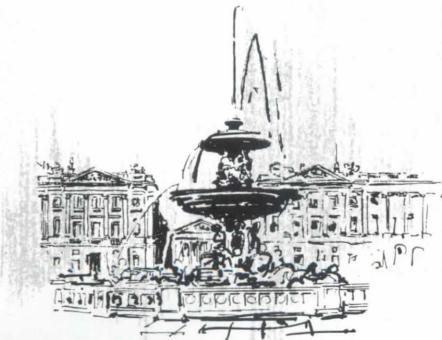
— \$895.00 PER PERSON

SPACE IS LIMITED. FOR DESCRIPTIVE BROCHURE, WRITE OR PHONE:

LORRAINE TRAVEL BUREAU, INC.

179 GIRALDA AVENUE, CORAL GABLES, FLA. 33134  
305-445-8853

## A European Highlights Tour







**McELVY,  
JENNEWWEIN,  
STEFANY  
& HOWARD**

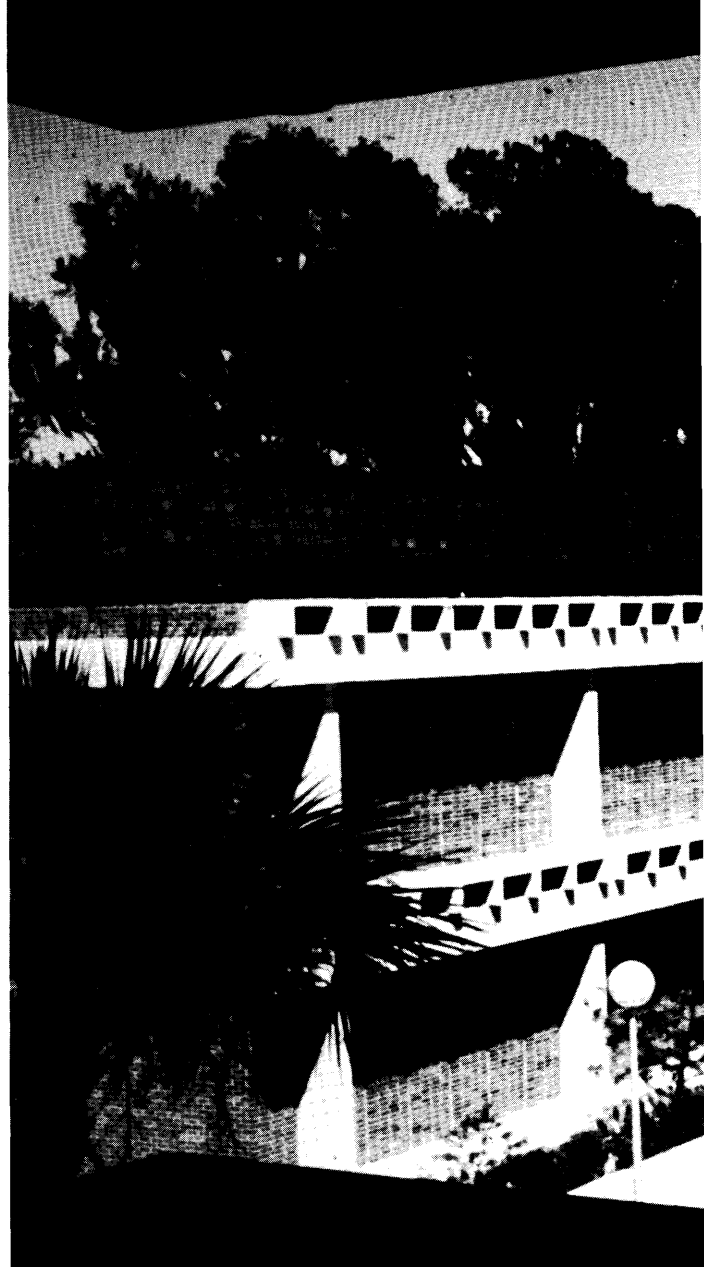
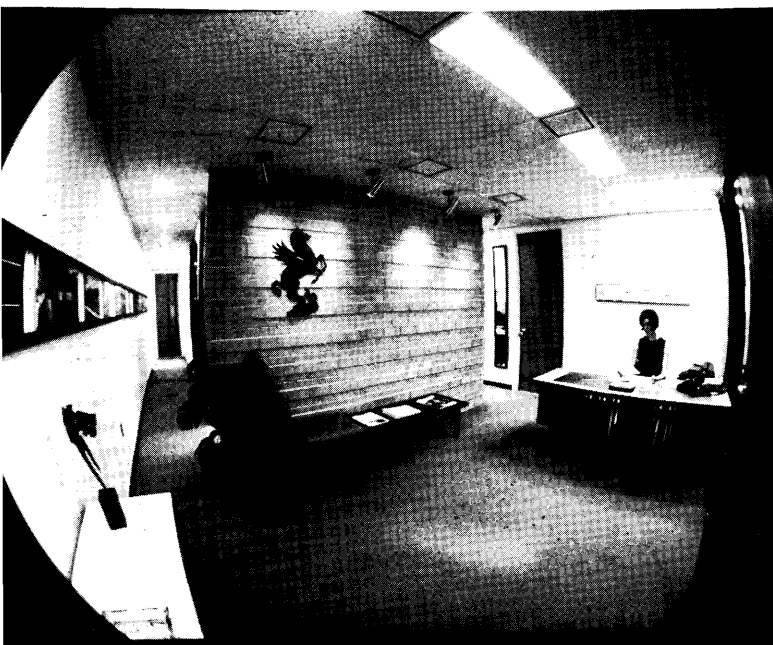
*... applying comprehensive architectural  
services to complex social needs.*



# McELVY, JENNEWAIN, STEFANY & HOWARD

COVER: PENINSULAR BRANCH LIBRARY, TAMPA

ENGINEERING EXPANSION COMPLEX  
UNIVERSITY OF FLORIDA, GAINESVILLE



The architectural profession faces a bold challenge in this latter half of the 20th century — to provide a service which is both aesthetic in character and practical in nature. The practice of McElvy, Jennewein, Stefany and Howard is based on a philosophy of comprehensive architectural services applied in direct relationship to complex society requirements.

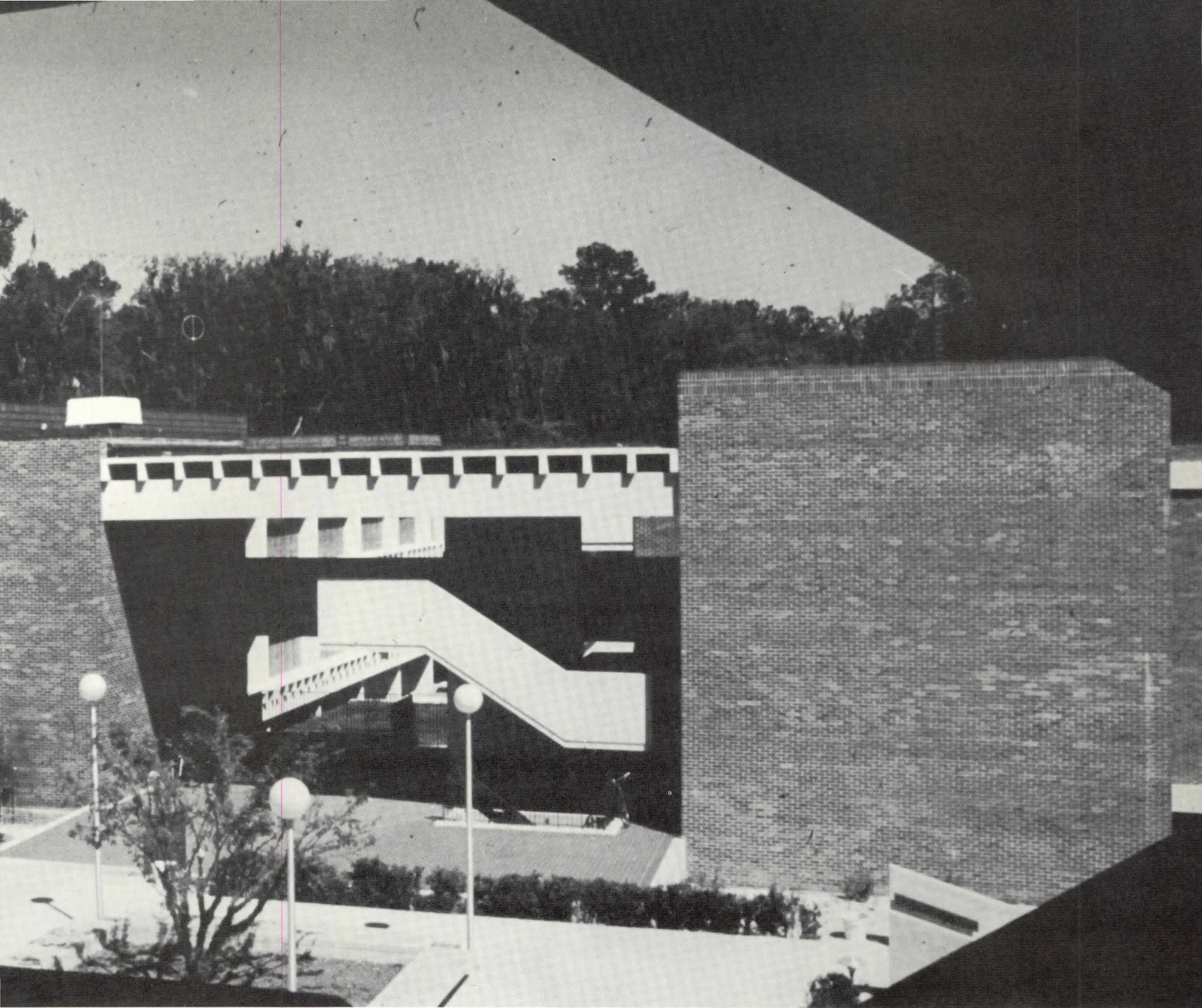
The firm was created nine years ago, by a merger of the Tampa offices of George McElvy and Jim Jennewein. Today, 20 staff members contribute their talents to a widely diversified architectural practice.

Notable for their divergent backgrounds and interests, the firm's founding partners agree on an insistence on outstanding architecture.

George McElvy is a native Tampan and a graduate of the University of Florida, where he studied architecture for his bachelor's degree and landscape design toward a master's degree. His experience includes service with the U.S. Army Corps of Engineers.

A Syracuse graduate, Jim Jennewein was a Fulbright scholar to Germany immediately following his U.S. Navy Service. After four years' practice in New York, Jennewein moved to Tampa.





John Stefany is also a Syracuse graduate and served four years in the Navy Civil Engineer Corps in Japan. After six years' association with a central New York state firm, he moved to Florida and joined the firm in 1965 and was named to the partnership two years later.

Prentis Howard is an Auburn University graduate and a U.S. Air Force veteran. Having practiced with major firms in the Tampa Bay Area for several years, he joined McElvy et al in 1964 and earned full partnership in 1968.

Organized as a corporation, the firm is set up on a profit-sharing basis, with four principals. Among the 20 corporate employees are: 4 general partners/architects, 2 associates (an architect and an engineer), 3 architects, 2 graduate architects, 3 architectural draftsmen, 2 structural draftsmen, 3 secretarial employees and a field supervisor.

Structural engineering is performed within the firm; other consultant engineering (mechanical, electrical, civil, acoustical, etc.) is retained as required.

CONTINUED



**McELVY,  
JENNEWAIN,  
STEFANY  
& HOWARD**

GEORGE R. McELVY, AIA



JAMES J. JENNEWAIN, AIA



JOHN E. STEFANY, AIA



PRENTIS S. HOWARD, AIA

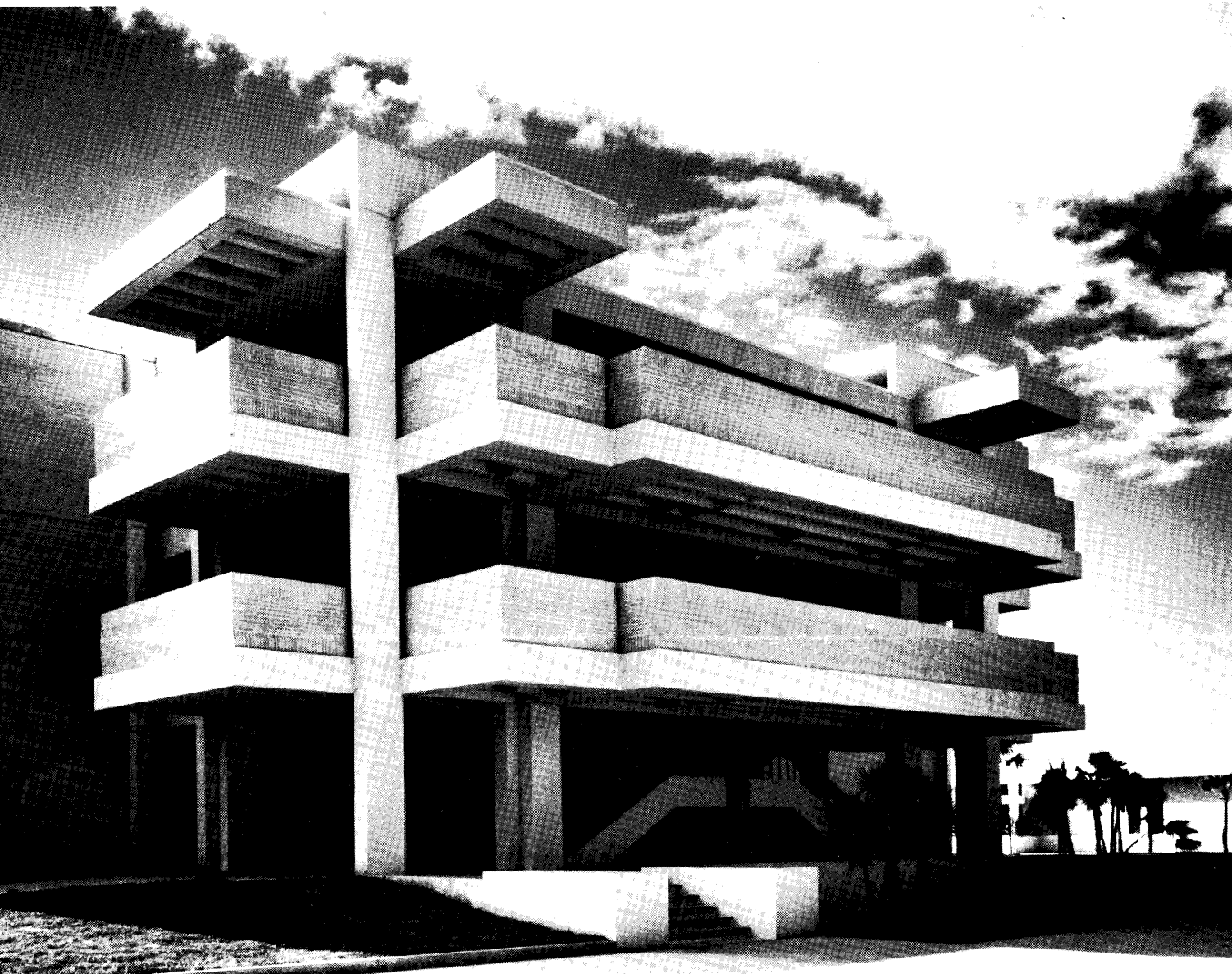
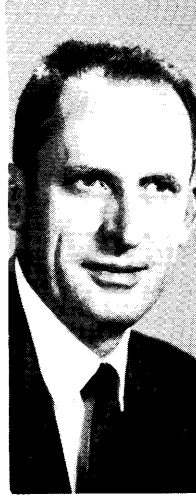




PHOTO: G. WADE SWICORD

The firm's offices are located in the heart of downtown Tampa, for purely practical business purposes. Architecture is often a result of decision-making processes by business center inhabitants. Architects should place themselves in positions of influence, to help evolve an improved environment. Too often the entire decision-making process is left to others and the architect and his art are merely coincidental to other decisions.

The McElvy, Jennewein organization also recognizes that the solitary resident genius in architecture is a spectre of the profession's past. Much of the progress we've witnessed in the recent past — and perhaps all of the progress we seek in the future — relies on a team concept of balanced expertise.

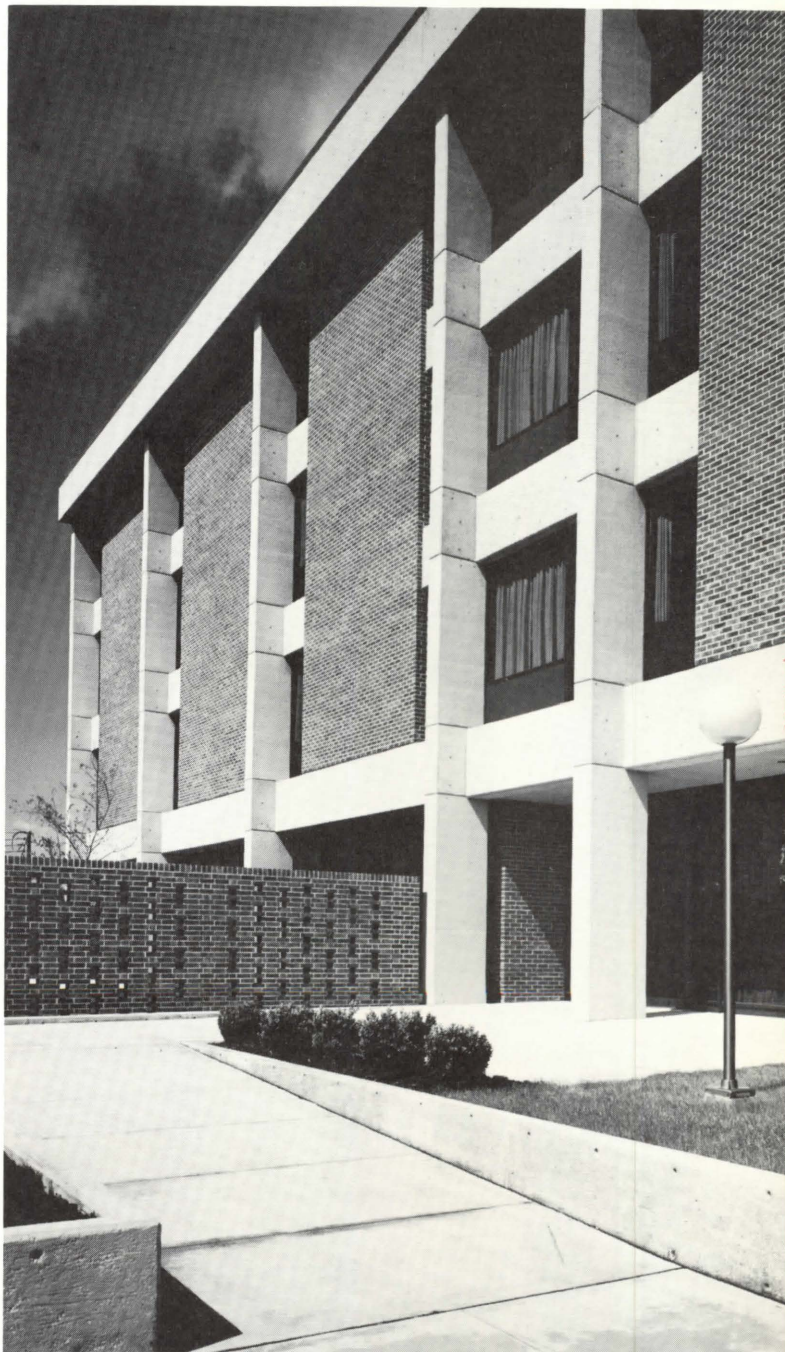
The team approach begins with basics — the office organization and management itself. And it extends through every step involved in the creation of an architectural project. This policy of complete teamwork has given considerable impetus to the firm's profit-sharing program, which in turn served to stimulate involvement and continued growth.

Community and professional involvement are an integral part of the firm's philosophy, and each principal serves where his interests lead him. McElvy is a member of the Greater Tampa Chamber of Commerce Committee of 100, chairman of the Arts

CONTINUED

OPPOSITE PAGE:  
TRAINING BUILDING,  
NAVAL TRAINING CENTER, ORLANDO.

BELOW:  
EXTENDED CARE FACILITY,  
NATIONAL MEDICAL CARE, TAMPA.





# McELVY, JENNEWAIN, STEFANY & HOWARD

Council of Tampa and Past President of his Kiwanis Club. Jennewain allots much of his time to AIA and the State Board of Architecture. Stefany is active in the Florida Association of the AIA, his Exchange Club and Tampa's Community Coordinating Council. And Howard is a member of the Chamber of Commerce and Lions Club President elect.

Office organization is founded on communications as the basis for all progress and growth. A meeting at 7:00 each Tuesday morning assures that firm members are current on active projects. A computer printout details budgeted man hours as related to present activities. This regular session serves well to establish and review priorities and assignments.

Typically, two partners are assigned responsibility for each firm project, with the added involvement of remaining partners in checking major aspects of the project's progress. This concept keeps open the communication lines between the client and at least one knowledgeable principal.

The firm's basic framework also provides for the assignment of specific "office duties" — administration, employee relations, office procedures and policy, project development, public and professional relations — to each of the four principals.

The list of the firm's architectural credits encompasses nearly every building type. And "repeats" in each field testify to successful design concepts. Recent major commissions have come in the design of commercial, health and education facilities, reflecting closely the patterns in Florida building. ■

- 1 OPHTHALMOLOGY CLINIC, TAMPA.
- 2 AUDITORIUM, RECRUIT IN PROCESSING CENTER, NAVAL TRAINING CENTER, ORLANDO.
- 3 U.S. POST OFFICE, TAMPA, IN ASSOCIATION WITH R. JAMES ROBBINS, A.I.A.
- 4 MARINE BANK DATA CENTER, TAMPA.

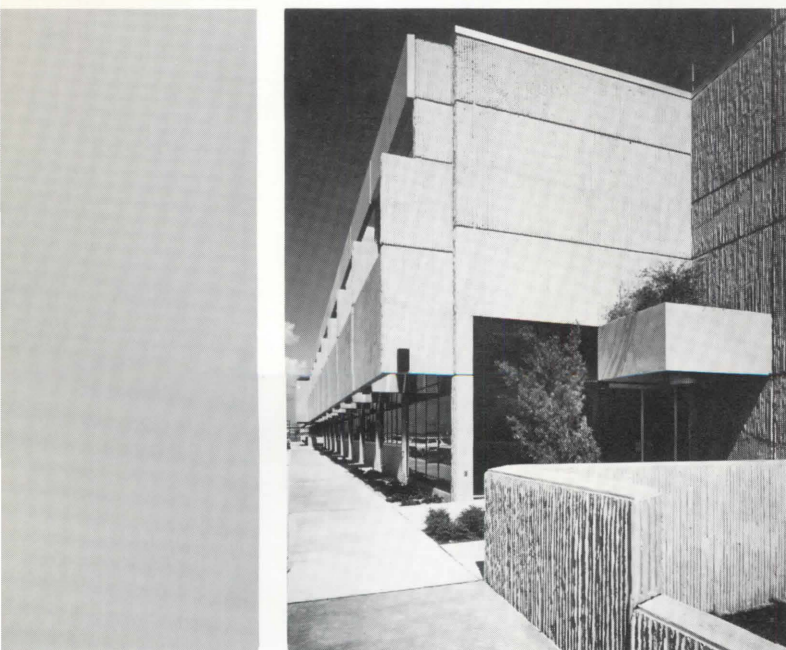
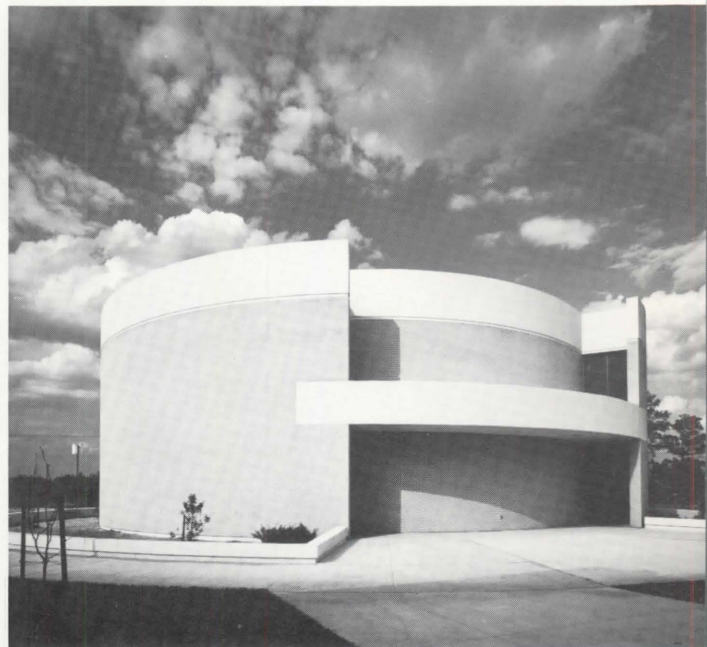
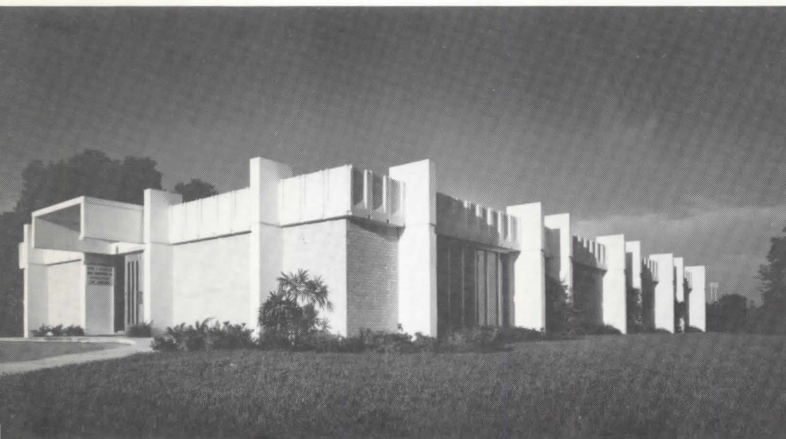
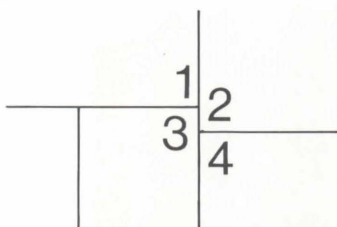
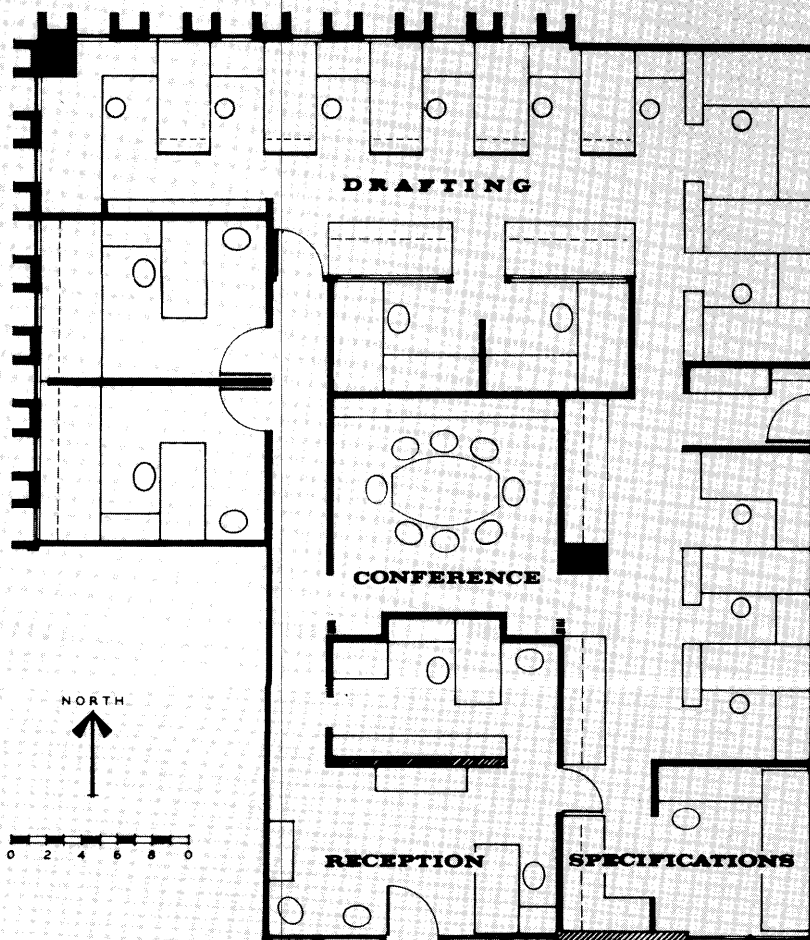
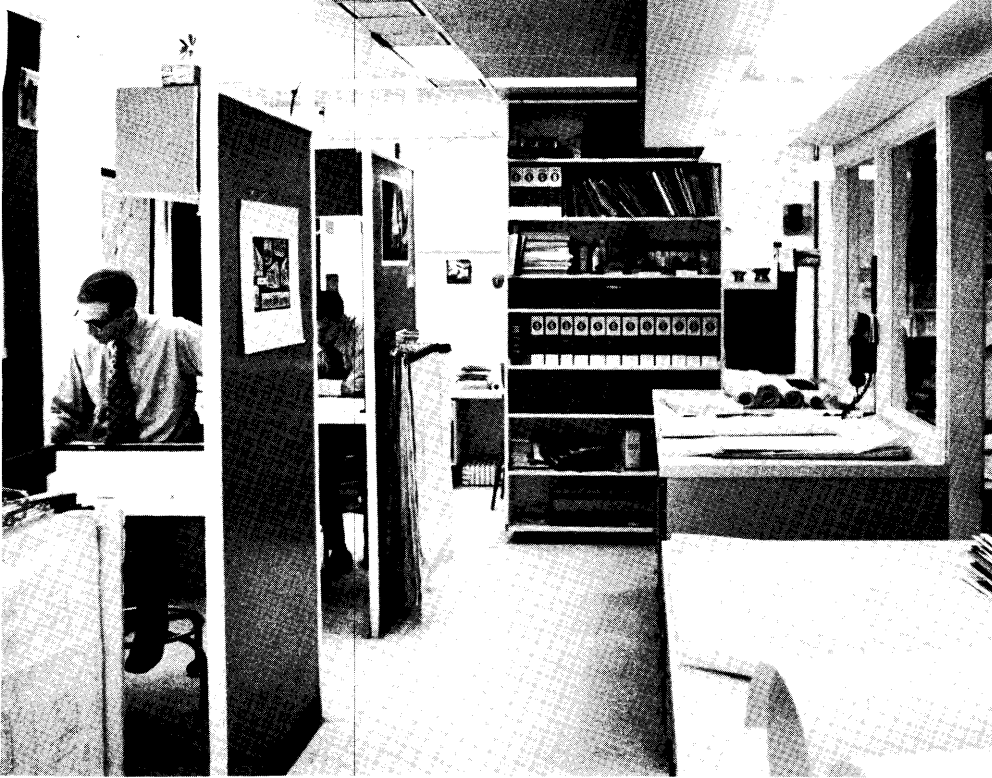


PHOTO: G. WADE SWICORD





# McELVY, JENNEWAIN, STEFANY & HOWARD

## CONSTRUCTION DOLLAR VOLUME COMPLETED

|     |            |
|-----|------------|
| '67 | 6,128,000  |
| '68 | 11,209,000 |
| '69 | 5,391,000  |
| '70 | 7,582,000  |
| '71 | 8,500,000  |
|     | Estimated  |

## SUMMARY OF PROJECTS BY TYPE

|                       | '67 | '68 | '69 | '70 | '71 Est. |
|-----------------------|-----|-----|-----|-----|----------|
| Commercial/Industrial | 32  | 34  | 33  | 24  | 27       |
| Religious             | 4   | 3   | 2   | 3   | 2        |
| Consulting            | 1   | 1   | 1   | 1   | 2        |
| Health Facilities     | 27  | 28  | 31  | 24  | 22       |
| College, University   | 20  | 15  | 14  | 15  | 11       |
| Elem/Secondary        | 8   | 9   | 11  | 21  | 26       |
| Housing               | 6   | 7   | 6   | 8   | 7        |
| Residential           | 2   | 3   | 2   | 4   | 3        |

## REPRESENTATIONAL PROJECTS

### EDUCATIONAL

University of Florida,  
Gainesville, Florida,  
Engineering Expansion Complex  
Florida A & M University,  
Tallahassee, Classroom Building;  
Pharmacy College  
Board of Public Instruction,  
Hillsborough County, Florida  
East Bay Senior High School  
Angelo L. Greco Jr. High School  
Morgan Woods Elementary School  
Woodbridge Elementary School

### MILITARY FACILITIES

MacDill Air Force Base, Tampa,  
Airmen Dormitories; Dining  
Complex; General and Colonel  
Housing; Officers Club Alterations  
and Additions

Howard Air Force Base,  
Canal Zone, Panama,  
Officers' Quarters (1967), (1970);  
Airmen's Dormitories  
U.S. Naval Projects, Canal Zone,  
Panama

U.S. Naval Recruit Training Center,  
Orlando, Training Building;  
R.E.O.U. Building; Exchange Store  
U.S. Naval Training Device Center,  
Orlando, Master Plan; Production  
Shop, 1st Increment, Production  
Shop, 2nd Increment

### COMMERCIAL AND OFFICE BUILDINGS

Tampa Electric Company, Tampa,  
Dispatch and Division Office  
Free Press Publishing Company  
Plant Facilities, Tampa, Florida  
General Telephone Employees  
Federal Credit Union, Tampa  
Addressograph/Multigraph Office  
Building, Springfield, Illinois  
LaMonte Shimberg Corporation,  
Tampa, Office Building

### PUBLIC FACILITIES

Public Libraries, City of Tampa,  
Tampa Public Library (In assoc.  
with McLane, Ranon & Associates,  
Arch.)  
Temple Terrace Public Library,  
Temple Terrace, Florida  
Sebring Public Library, Sebring  
Office of Civil Defense,  
Emergency Operations Center,  
Tampa, Florida  
U.S. Post Office and Vehicle  
Maintenance Center at Tampa  
International Airport (In assoc.  
with R. James Robbins, Architect)

### INDUSTRIAL BUILDINGS

Havatampa Cigar Corporation Plant,  
Tampa, Florida  
Pepsi Cola Bottling Company,  
Tampa, Florida  
Borden's Dairy, Plants & Offices at  
Ft. Pierce, Daytona Beach, Sebring,  
Cocoa Beach, Miami, Lake Worth,  
High Point, North Carolina, Macon,  
Georgia  
Hood's Milk Corporation,  
St. Petersburg, Clearwater,  
Avon Park  
National Biscuit Company,  
Branch Office and Warehouse,  
Tampa, Florida  
Atomic Energy Commission Plant,  
Additions and Alterations,  
St. Petersburg, Florida

### BANKING FACILITIES

First National Bank, Plant City  
The Bank of Pasco County,  
Dade City, Florida  
Marine Bank Data Processing Center  
Tampa, Florida

### MEDICAL FACILITIES

Hillsborough County Health  
Department Building (In assoc.  
with McLane, Ranon, McIntosh &  
Bernardo, Architects) Tampa  
Anclote Manor Foundation,  
Tarpon Springs, Florida  
Extended Care Facility for National  
Medical Care, Incorporated, Tampa  
Ophthalmology Clinic, Tampa

### RELIGIOUS FACILITIES

Saint Andrew's Episcopal Church,  
Tampa, Florida  
Peninsular Christian Church,  
Tampa, Florida  
First Methodist Church,  
Tampa, Florida

### RESIDENTIAL AND HOUSING

Florida State University,  
Dormitories for Men, Tallahassee  
LaMonte Shimberg Corporation,  
Tampa, Florida  
"La Plaza Del Sol" Apartments  
"Spanish Oaks" Apartments



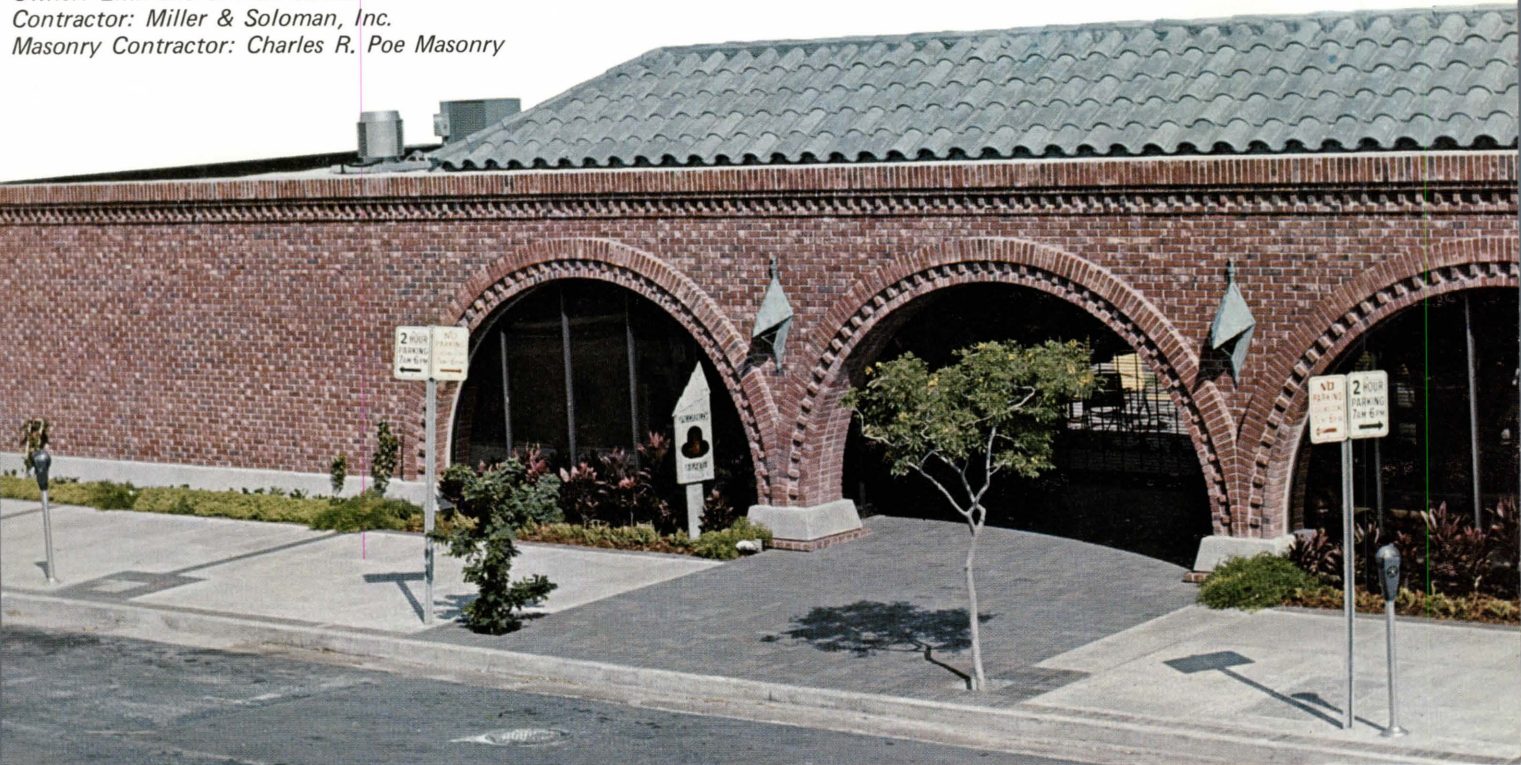
For the masonry products you need in Southeast Florida call

# DUNAN BRICK

P.O. BOX 5, MIAMI  
(305) 887-1525  
1818 NORTH 7th AVENUE, LAKE WORTH  
(305) 582-5760

The new Decorators Showcase in Miami utilized "Old Williamsburg" brick from Richtex Corporation in South Carolina and rustic pavers from Whitacre-Greer in Ohio. We are Southeast Florida distributors for these fine masonry products.

Architect: Thurston Hatcher Associates  
Owner: Emil and Dennis Gould  
Contractor: Miller & Soloman, Inc.  
Masonry Contractor: Charles R. Poe Masonry





Head  
Ave.  
la. 33167

## AIA/AMERICAN INSTITUTE OF ARCHITECTS

1785 Massachusetts Avenue, N.W., Washington, D.C. 20036

### **We're trying to make twelve-year-olds more aware of their world.**

The children are working with a book we helped prepare. It's called "Our Man-Made Environment," and uses paper construction exercises to develop an understanding of visual and spatial relationships.

It's all part of environmental education. It wasn't in your seventh-grade curriculum. Or in any other classroom you sat in.

If it had been, we could all be living in a more liveable world. We want today's child—tomorrow's voter, homeowner, concerned mother, businessman—to be equipped to judge and help influence the quality of his environment. We want each child really to see his world. His house. His street. His school.

We want him to become aware that all of these are related parts of his environment.

And to realize that how they fit together is something he can help decide.

Environmental education is already being taught in more than 100 communities. In time, we hope to reach every American child on every grade level. If you could help influence your schoolboard to include environmental awareness instruction in your school system, that time could be shortened.

This is essential, when you know what the most important product of a good visual environment is:

It is human dignity and pride.

*Our Man-Made Environment* — Book 7,  
produced and published by  
The Group for Environmental Education, Inc.  
is available to schoolboard members  
and school administrators at \$2.00 a copy  
from A.I.A., address above.

